

# The NATIONAL UNDERWRITER

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## Year-End Gusher Floods Machinery in Home Offices

### Underwriting Departments Implore Field Force to be Patient

NEW YORK—Most of the home offices domiciled or licensed in New York state are just this week getting back to normal in their underwriting and policy issue departments, so great was the flood of business which resulted from agents' efforts to crowd in all possible business under the old contracts.

Because of the New York law which went into effect Jan. 1, all business written on the old policies containing the 6 percent interest rate had to be delivered by Dec. 31. While companies making policy changes on account of the New York law are putting the same new provision into effect countrywide, a later deadline was set for out-of-state business in order to permit handling the New York business, insofar as was humanly possible, before the Dec. 31 deadline.

### Gave New York Edge

As a result of the general practice of giving precedence to business in New York state, one prominent company was early this week only up to Dec. 23 on out-of-state business. With business in other states, of course, there was no legal deadline to consider.

Issue departments of most companies worked overtime, sometimes far into the night and some are still working overtime this week. The rush was most felt by the issue departments for although the underwriting departments felt the pressure the business was of unusually high quality with relatively few border line decisions called for.

### New York Life

The New York Life's issue department began working until 7:30 each evening from the second week in December and although the home office is usually closed Saturdays the issue department staff worked all day the Saturdays before Christmas and before New Year's. It is still working late this week but the deadline for out-of-state business was Jan. 7 at agency offices so that by the end of this week all the applications will be in at the home office from even the far western states.

The Mutual Benefit Life issuing staff worked till 9 o'clock for several evenings a week in December in order to get the business all issued before the New York law went into effect.

The Guardian Life of New York did not change its policy forms as of Jan. 1 and attached the new 5 percent interest rate by endorsement beginning Nov. 1, so that the deadline was not a problem. Nevertheless, because of the closing of

## Preliminary Reports on Business for Last Year

(In most cases these figures are estimates)

	1938	1937	Change in Ins. in Force	1938	1937
American L. & A. ....	2,090,000	2,468,837	+77,722	+159,114	
Atlantic Life .....	9,578,484	11,706,829	-1,596,563	+170,872	
Bankers National Life, N. J. ....	16,595,575	17,122,028	+4,122,213	-2,953,032	
Business Men's Assur. ....	19,350,039	24,614,189	+1,574,560	+9,684,027	
California-Western States. ....	40,500,000	22,130,840	+23,000,000	+4,556,075	
Capitol Life, Colo. ....	7,039,906	7,190,499	+1,374,697	+2,619,996	
Carolina Life .....	29,513,787	26,682,858	+5,367,425	+4,479,759	
Central Life, Ill. ....	3,422,543	3,823,633	+1,740,253	-1,223,507	
Commercial Life, Tex. ....	500,000	.....	.....	.....	
Confederation Life .....	50,267,236	48,443,831	+10,385,223	+12,641,886	
Continental Assurance .....	25,769,172	29,772,363	+6,429,509	+17,711,969	
Equitable Life, Ia. ....	43,011,000	51,735,000	+5,419,000	+16,278,000	
Fidelity Union Life .....	5,223,183	4,547,608	+1,480,565	+755,739	
Great Natl. Life .....	2,252,560	2,386,896	+785,079	+595,613	
Great-West Life .....	60,768,462	53,058,443	+7,686,596	+10,777,571	
Guardian Life, N. Y. ....	46,236,000	50,638,236	+7,500,000	+16,625,997	
Home Life, N. Y. ....	36,965,544	39,096,135	+10,591,671	+16,735,218	
Home State Life, Okla. ....	11,505,104	12,033,794	+1,606,322	+2,382,559	
Imperial Life, Can. ....	24,727,949	24,694,749	+5,974,096	+7,858,895	
Indianapolis Life .....	11,281,459	12,837,004	+2,027,817	+5,310,661	
Jefferson Standard .....	46,109,500	53,609,100	+14,935,786	+23,302,895	
Lamar Life .....	7,405,341	8,947,071	+738,730	+2,641,648	
Lincoln National Life .....	155,723,033	152,441,845	+41,726,175	+52,683,718	
London Life .....	90,786,000	88,552,000	+36,690,000	+32,829,000	
Loyal Protective Life. ....	1,005,990	1,200,723	+536,583	+962,266	
Manhattan Life .....	11,384,884	11,296,889	+2,437,867	+4,873,776	
Monumental Life .....	71,677,330	81,442,911	+14,227,211	+24,861,701	
Monarch Life .....	3,160,000	3,497,270	+960,000	+1,888,189	
Mutual Life, Can. ....	40,901,000	41,313,000	+6,649,000	+11,600,000	
Northern Life, Can. ....	6,006,517	5,795,292	+2,160,880	+1,669,884	
North American Life, Ill. ....	10,250,000	10,912,807	+1,500,000	+2,782,736	
Oregon Mutual Life .....	7,577,589	8,697,714	+2,023,837	+3,966,104	
Pan-American Life .....	19,699,825	23,216,708	+699,984	+7,397,858	
Philadelphia Life .....	5,519,924	5,201,449	+449,898	+724,759	
Provident Life & Acc. ....	15,824,410	17,709,350	+6,881,148	+13,990,033	
Southern Life, Ga. ....	2,085,730	2,083,755	+834,000	.....	
State Farm Life, Ill. ....	17,500,000	16,625,827	+7,177,658	+10,473,581	
State Mutual Life, Mass. ....	42,550,000	41,218,023	+9,850,000	+12,111,785	
Security Life & Trust. ....	13,896,470	12,297,573	+6,785,443	+6,681,235	
Teachers Ins. & Annuity. ....	5,078,292	4,982,329	+3,400,000	+3,669,732	
Union Mutual Life .....	8,073,026	8,447,459	+1,489,039	+2,090,444	
United Life & Accident. ....	4,763,495	4,282,504	+1,570,157	+1,231,315	
Volunteer State Life .....	7,749,000	8,639,624	-770,000	-808,933	

Includes ord., group, credit for annuities and increases.

Ord. total, grp. \$5,464,708.

Ord. total, grp. \$161,489.

Includes Ordinary and Industrial.

Includes deferred annuities with cash options at maturity.

Ordinary Life only.

This figure would be \$10,964,000 except that a block of retirement annuities was transferred to the annuity account.

1938 would show an increase over 1937 except for a new reinsurance arrangement.

Includes reinstatements and increases except group increases.

## Outgoing Mich. Governor Gives Insurance Suggestions

Frank Murphy, the outgoing governor of Michigan, who has just been appointed United States attorney general, left some recommendations regarding insurance in Michigan.

He referred to the action for receivership that was started in 1937 against Agricultural Life and American Life of Detroit. There had been some criticism of the Michigan authorities for alleged failure to take earlier action. Murphy stated that for several years prior to 1937 insurance companies in Michigan had been allowed to operate "without making adjustments and reports with respect to the value of their assets that would ordinarily be required by sound business practice."

"Due to the severe shrinkage in values due to the depression some companies were in a precarious position. In 1937 it was decided that normal practices should be followed again. As a result of examinations conducted by the insurance department it was found that all but three companies had been able to absorb their losses and remain solvent. Two of these were Michigan companies and appropriate steps were taken to place them under the control of the courts."

Murphy recommended that additional

## Refuses to Take Final Action in Suit Against Fidelity

Federal Judge Baker at Wheeling, W. Va., Wednesday refused either to appoint a receiver for Fidelity Investment Association of that city or to dismiss the petition, which was brought in behalf of a group of contract holders located in Pennsylvania. He asked attorneys for both sides to give suggestions. Counsel for Fidelity suggested that the court appoint a master to go into the matter. Judge Baker said he favored such a procedure, if the matter of costs could be settled. Counsel for the contract holders objected. They want a trial on the issues, they said.

The receivership action was brought, following the attack upon Fidelity by SEC in federal court in Detroit. Fidelity has patched up its trouble with SEC.

personnel be provided in the insurance department "to make necessary examinations of companies domiciled in other states where supervision is not adequate."

Murphy advocated thorough revision of the insurance code such as was accomplished in Illinois and is being undertaken in New York.

Hammond of Benton Harbor heads the insurance committee in the Michigan senate.

## J. A. Stevenson Is Elected President of Penn Mutual

### Succeeds W. H. Kingsley Who Becomes Chairman With Active Duties

PHILADELPHIA—John A. Stevenson was this week elected president of Penn Mutual Life at the January meeting of the trustees. He succeeds William H. Kingsley, who becomes chairman of the board. Mr. Stevenson, for the past three years, has served as executive vice president.

Before entering life insurance, Mr. Stevenson, who is widely known in both business and educational fields, was a member of the faculty of the University of Illinois school of education and dean of the summer session. In 1919 he was appointed professor of education at Carnegie Institute of Technology, and director of the school of life insurance salesmanship. Outstandingly successful in teaching men and women the business of life insurance, he was elected third vice-president, later second vice-president of Equitable Society.

### Joined Penn Mutual in 1928

Mr. Stevenson resigned from the Equitable in 1928 to assume management of the Penn Mutual's Philadelphia agency which, under the name of the John A. Stevenson agency, became one of the largest organizations in the United States for the distribution of life insurance. In 1931 Mr. Stevenson was appointed vice-president of Penn Mutual to take charge of the entire agency department. Demonstrated capacity both in directing this branch of the business and in agency building led to his election as executive vice-president in 1936. For the past year he has also served as a trustee.

In addition to his extensive administrative and executive work in the life insurance field, Mr. Stevenson has continued to take an influential part in the development of organizations, such as the Sales Research Bureau and American College. He is one of the founders of the American Management Association and, at present, is president of the Pennsylvania Insurance Federation. He is the author of several books on education and life insurance and is co-editor of the Life Insurance Library of Harper & Bros., publishers.

### Many Philadelphia Activities

In Philadelphia, Mr. Stevenson has been active in numerous business, civic and philanthropic enterprises. He is a member of the board of managers of the Girard Trust Company, director of the Lumbermen's and Philadelphia National Insurance Company, and trustee of the University of Pennsylvania. Mr. Stevenson is director of the Philadelphia Community Fund and of the Y. M. C. A. and member of the advisory board of

(CONTINUED ON LAST PAGE)

(CONTINUED ON PAGE 9)

# Life Companies Attitude on Loans

## ANTI-MONOPOLY CONGRESSIONAL COMMITTEE MAY INVESTIGATE

The Congressional-administrative anti-monopoly committee may, in the life insurance phase of its investigation, take up the question of the life companies' attitude towards policy loans made by banks and other non-insurance company lenders. The basis would be to see whether life companies are going beyond the guarding of policyholders' interests and obstructing the spread of outside policy loans because they take away the big loans from the companies, leaving the latter with loans which are in the main so small that they are a losing proposition even at a 6 percent interest rate.

It is reported that information along these lines is being sought by men close to the committee, though not actually members of it. The feeling that investigation of this phase of life insurance is desirable in an inquiry aimed at monopolistic practices appears to spring from a misunderstanding of the

precautions which life companies must take in complying with requests for assignments of policies if they are to keep themselves and their policyholders and beneficiaries out of court fights. An extensive survey of the complications connected with borrowing on a life policy from other than the company issuing it appeared in THE NATIONAL UNDERWRITER for Dec. 16, 1938.

### Must Eliminate Minors

Some have wondered why it is necessary to eliminate contingent beneficiaries and optional modes of settlement when a policy is assigned to a bank as security for a loan. These stipulations, however, are not made by the insurance companies. Obviously, no bank would be willing to wait for repayment of its loan, in case of death of the borrower, and be paid a little at a time out of the installments provided under settlement options. Similarly, since

contingent beneficiaries are usually minors, the lending bank is of course anxious to avoid any law suits involving minors, so these must be eliminated from consideration before the assignment of the policy is made.

While companies generally have no objection to restoring settlement options and contingent beneficiaries after an outside policy loan has been paid off and the assignment cancelled, it is obvious that where a policy has had complicated and extensive special settlement provisions which it is no longer the practice of the company in question to attach to policies, the insured may be disappointed when he comes to reinstate his optional modes of settlement.

### No Obstructive Tactics

While it is naturally a matter of regret to companies that some of the biggest loans on which there is a slight profit to the policyholders, rather than

a loss as in the case of the smaller loans, are skimmed off by banks, it would obviously be bad business as well as being out of keeping with the insurance tradition to do anything to obstruct the borrowing policyholders in the exercise of their legal and contract rights. Since life companies are custodians of their policyholders' money, it is the policyholders themselves who in the long run must bear the extra cost of loans which are made outside the insurance fold.

The whole matter of assignments of life insurance policies will be much better understood after the issuance of an explanatory report by the committee of the Association of Life Insurance Counsel which has been working for some time with a committee of the American Bankers Association. The committee is working on this memorandum and expects to have it ready in the near future.

(CONTINUED ON PAGE 11)

## Little Actual Change Is Made in 1939 Dividends

Little change will be made in 1939 dividend scales. Of the 67 companies that have taken action, 53 continued their 1938 scales for this year.

Four announced increased dividend scales: Confederation, Manufacturers, New York Life and Great Lakes (formerly Pure Protection). Three others as of July 1, 1938, announced increased scales which will be effective to July 1, 1939: Canada, Crown and Indianapolis.

Two companies, Lafayette Life and Provident Mutual, generally revised scales. This meant increased dividends at some ages on some plans and lower dividends at other ages.

Six companies reduced scales for 1939 from the 1938 level: Aetna, Bankers of Iowa, Guardian of New York, Mutual of New York, New England Mutual and Presbyterian Ministers.

Although numerous reductions in guaranteed rate payable on settlement options and accumulated dividends were made, the actual rate of interest paid in 1939 generally will be unchanged, so the net result this year will be the same. Gross interest rate for 27 companies will be the same and not more than six show a reduction. A summary of action taken by the various companies is:

Year	Company	Action Taken	Interest on Policy Proceeds		
			Interest	Non-Div. With-Draw	Accum. draw
Begin			%	%	%
April 1	Acacia Mutual	Pres. scale effect. to March 31			
Jan. 1	Aetna Life	Reduced scale	3.5	3.0	3.0
Jan. 1	American Home	1938 scale continued			
May 1	American Mutual	Pres. scale effect. to April 30			
April 1	American United	Pres. scale effect. to March 31			
April 1	Atlantic, Va.	Expect to continue			
April 1	Baltimore Life	Reduced scale	3.75	3.75	3.75
Jan. 1	Bankers, Ia.	Reduced scale			
April 1	Bankers, Neb.	Pres. scale effect. to March 31			
Jan. 1	Bankers National	1938 scale continued			
Jan. 1	Beneficial	1938 scale continued			
May 1	Berkshire	Pres. scale effect. to April 30			
Jan. 1	Boston Mutual	1938 scale continued			
Jan. 1	California-West. States	Expect to continue	4.0	3.5	3.5
July 1	Canada Life	Incr's'd scale adopt. July 1, 1938			
Jan. 1	Central Assur., Ohio	1938 scale continued	3.5	3.5	3.5
May 1	Central Life, Ill.	Pres. scale effect. to April 30			
Jan. 1	Central Life, Ia.	Pres. scale effect. to June 30			
Jan. 1	Central Life, Kans.	Not announced			
Jan. 1	Central States	1938 scale continued			
Jan. 1	Colorado	1938 scale cont. (in general)			
Jan. 1	Columbia Life	1938 scale continued	4.0	4.0	4.0
Jan. 1	Columbia Mutual, Ia.	1938 scale continued			
Jan. 1	Columbian Mutual	No dividends to be in 1939			
April 1	Confederation	Expect to continue			
Jan. 1	Confederation, Can.	Increased scale adopted	4.0	4.0	4.0
Jan. 1	Connecticut General	1938 scale cont. except Ret. Ann.	3.5	3.5	3.5
Jan. 1	Connecticut Mutual	1938 scale continued	3.6	3.6	3.6
July 1	Continental American	Pres. scale effect. to June 30			
Jan. 1	Continental Assur., Ill.	Illustrative scale still effect.	3.5	3.5	3.5
Jan. 1	Cooperative	No action announced yet			
Feb. 1	Country Life	1938 scale continued	3.5	3.5	3.5
April 1	Crown, Can.	Increased scale adopted July 1, 1938			
July 1	Dominion, Can.	Pres. scale effect. to June 30	4.5	4.5	4.5
Jan. 1	Equitable, Can.	1938 scale continued	4.0	4.0	4.0
Jan. 1	Equitable, N. Y.	1938 scale continued except single prem. ann. & 5th year Div.	3.25	3.4	3.4
Mar. 1	Equitable, Ia.	Pres. scale effect. to Feb. 28			
Jan. 1	Excelsior, Can.	1938 scale continued	3.5	3.5	3.5
Jan. 1	Expressmen Mutual	1938 scale continued	3.0	3.0	3.0
June 1	Farmers Union	Pres. scale effect. to March 31			
Feb. 1	Federal, Ill.	Pres. scale effect. to Jan. 31			
Jan. 1	Fidelity Mutual	1938 scale continued on issues 1935 and later	3.5	3.5	3.5
Jan. 1	Fidelity Union	1938 scale continued			
July 1	General American	Pres. scale effect. to June 30			
Jan. 1	General Mutual	1938 scale continued	3.5	3.5	3.5
May 1	George Washington	Pres. scale effect. to April 30			
Jan. 1	Girard Life	1938 scale continued			
Jan. 1	Great American, Texas	No action announced yet			
Jan. 1	Great Lakes Life	Increased scale			
Jan. 1	Great Northwest	1938 scale continued	3.8	3.5	3.5
Jan. 1	Great Southern	1938 illustrative scale cont'd.			
Jan. 1	Great West, Can.	1938 scale continued	3.75	3.75	3.75
Mar. 1	Guarantee Mutual	Pres. scale effect. to Feb. 28			

Jan. 1	Guardian, N. Y.	Reduced scale	3.5	3.0	3.5
Mar. 1	Guaranty Income	1938 scale continued	4.0	3.5	3.5
Jan. 1	Hore, N. Y.	1938 scale continued	3.75	3.75	3.75
April 1	Illinois Bankers	Pres. scale effect. to March 31			
Jan. 1	Imperial, Can.	1938 scale continued	3.75	3.75	3.75
July 1	Indianapolis	Increased scale adopted July 1, 1938	3.75	3.5	4.0
July 1	Jefferson Standard	Pres. scale effect. to June 30			
Jan. 1	John Hancock	1938 scale continued	3.5	3.75	3.75
Jan. 1	Kentucky Home	1938 scale continued			
Jan. 1	Lafayette Life	Scale revised both up & down	3.5	3.5	3.5
May 6	Liberty Life, Kans.	Pres. scale effect. to May 5			
Jan. 1	Lincoln Liberty	1938 scale continued	3.5	3.0	3.0
April 1	Lincoln National	Pres. scale effect. to March 31			
Jan. 1	London, Can.	1938 scale continued	4.0	4.0	4.0
Dec. 1	Loyal Protective	No action announced			
Jan. 1	Lutheran Mutual	1938 scale continued	3.0	Guar. Rate	
May 1	Manhattan Life, N. Y.	Pres. scale effect. to April 30			
Mar. 1	Manhattan Mutual	1938 scale continued	3.5	3.5	3.5
Jan. 1	Manufacturers	Increased scale	3.75	3.75	3.75
April 1	Maryland	Pres. scale effect. to March 31			
June 1	Mass. Mutual	Pres. scale effect. to May 31			
Jan. 1	Mass. Savings Bank	No action announced			
May 1	Metropolitan	Pres. scale effect. to April 30			
July 1	Midland Mutual	Pres. scale effect. to June 30			
Jan. 1	Midwest Life	1938 scale continued	4.0	3.5	3.5
Jan. 1	Ministers Mutual	No action announced			
July 1	Minnesota Mutual	Pres. scale effect. to June 30			
June 1	Modern Life, Ia.	Pres. scale effect. to May 31			
Jan. 1	Monarch, Can.	No action announced			
Jan. 1	Monarch, Mass.	1938 scale continued to July 1	3.5	3.5	3.5
Jan. 1	Mutual Benefit	1938 scale continued	3.5	3.75	3.75
Jan. 1	Mutual, Can.	1938 scale continued	4.0	4.0	4.0
Jan. 1	Mutual, N. Y.	Reduced scale			
May 1	Mutual Trust	Pres. scale effect. to April 30			
May 1	National Equity	Pres. scale effect. to April 30			
Jan. 1	National Guardian	No action announced			
Jan. 1	National Life, Ia.	No action announced			
Jan. 1	National Life, Va.	1938 scale continued	3.5	3.5	3.5
Jan. 1	National Masonic, Ohio	No action announced			
Jan. 1	New England Mutual	Reduced scale	3.5	3.5	3.5
Jan. 1	New York Life	Increased scale	3.0	3.0	3.0
Jan. 1	North American L. & C.	1938 scale continued	3.5	3.5	3.5
July 1	North American, Can.	Pres. scale effect. to June 30			
Jan. 1	North Carolina Mutual	1938 scale continued	3.5	3.5	3.5
Jan. 1	Northern, Can.	1938 scale continued			
May 1	Northern, Wash.	Pres. scale effect. to April 30			
Jan. 1	Northwestern Mutual	1938 scale cont'd in general	3.5	3.5	3.75
May 1	Northwestern National	Pres. scale effect. to April 30			
July 1	Occidental, Calif.	Pres. scale effect. to June 30			
April 1	Ohio National	Pres. scale effect. to March 31			
Mar. 1	Ohio State	Pres. scale effect. to Feb. 28			
Mar. 1	Oregon Mutual	Pres. scale effect. to Feb. 28			
July 1	Pacific Mutual	New illustrative scale 3% adopted July 1, 1938			
July 1	Penn Mutual	Pres. scale effect. to June 30			
Feb. 1	Philadelphia	1938 scale continued			
July 1	Phoenix Mutual	Pres. scale effect. to June 30	3.6	3.6	3.6
May 1	Pilot	Pres. scale effect. to April 30			
Jan. 1	Policyholders' National	1938 scale continued	3.5	3.5	3.5
May 1	Postal Life	Pres. scale effect. to April 30			
Jan. 1	Presbyterian Ministers	Reduced scale	4.0	4.0	4.0
June 1	Protective, Ala.	Pres. scale effect. to May 31			
Jan. 1	Provident Mutual	Revised scale both up & down	3.5	3.8	3.8
Jan. 1	Prudential	1938 scale continued on increased premiums	3.0	3.0	3.0
Mar. 1	Puritan	Pres. scale effect. to Feb. 28			
Jan. 1	Reliance	1938 scale continued	3.5	3.5	3.5
April 1	Reliance Mutual	Pres. scale effect. to March 31			
April 1	St. Louis Mutual	Pres. scale effect. to March 31			
May 1	Security Mutual, N. Y.	No action announced			
Jan. 1	Scranton Life	Pres. scale effect. to May 10			
May 11	Security Life & Trust	Pres. scale effect. to March 31			
April 1	Security Mutual, Neb.	Pres. scale effect. to April 30			
Jan. 1	Service Life	1938 scale continued	3.5	3.0	3.0
Jan. 1	Shenandoah Life	1938 scale continued	4.0	3.5	3.5
Jan. 1	Southland Life	No action announced			
Jan. 1	State Farm	1938 scale cont'd in general	3.5	4.0	4.5
Jan. 1	State Life, Ind.	1938 scale continued	3.5	3.5	3.5
Jan. 1	State Mutual, Mass.	1938 scale continued	3.5	3.0	3.5
Jan. 1	Sun Life, Md.	Reduced vol. divs. on non-par			
Jan. 1	Sun Life, Can.	Pres. scale effect. to March 31			
Jan. 1	Teachers Ins. & Assn.	1938 scale continued			
Jan. 1	Union Central	1938 scale continued	3.5	3.5	3.5
Jan. 1	Union Labor	1938 scale continued			
July 1	Union Mutual, Me.	Pres. scale effect. to June 30			
Jan. 1	Union National	No action announced			
Jan. 1	United Life, Kans.	No action announced			
Jan. 1	Victory Mutual	No divs. being paid in 1939			
Jan. 1	Washington National	No action announced			
April 1	Webster Life	1938 scale continued			
July 1	West Coast Life	Pres. scale effect. to June 30			
June 1	Western Mutual, N. D.	Pres. scale effect. to May 31			
Jan. 1	Wisconsin Life	1938 scale continued	3.5	3.5	3.5

\*Not less than 3%.

†Issues before 1935 reduction but no dividend less than that received in 1938.



## Tells How Far One Can Go in Giving Legal Advice Today

### E. M. Otterbourg Explains Situation at Meeting of Life Underwriters

NEW YORK.—A layman who, in order to sell a contract or to close a transaction, gives legal advice which he represents as correct and which turns out afterwards to be unsound or wrong "can certainly be held liable for damages," E. M. Otterbourg, chairman of the New York County Lawyers' Association's committee on unlawful practice of law, warned in his address before the New York City Life Underwriters Association.

This remark, however, was the only sombre note in his talk. In general, Mr. Otterbourg was as critical of lawyers who invade the agents' field as of agents who infringe on the lawyers, but he spoke hopefully of future, dwelt on the joint declaration of principles drawn up by his association and the local underwriters association last October.

#### Should Not Interfere

"My committee has definitely recommended in the declaration that a lawyer should not, for ulterior motives, prevent a life underwriter, who has been working with his client, from closing an insurance transaction, nor should a lawyer try to divert business from one life underwriter to another," he said.

"True cooperation on your part requires that you should never advise your client not to go to a lawyer or prevent him from going to his lawyer to obtain legal advice as to the effect of the arrangements which are being considered. The question of life insurance today affects a man's will, his testamentary dispositions, his arrangements with his partners, his matrimonial difficulties, past, present, or possible, and many other matters. As to all these things, there is a very grave legal responsibility in giving advice."

#### Not Worth While

"The moment you step outside of the insurance field, and the discussion of the insurance policy or form of policy and go further and give to the citizen advice about these other affairs, you are not only violating the law but you are yourselves assuming a financial risk and responsibility out of all proportion to any benefit you may obtain."

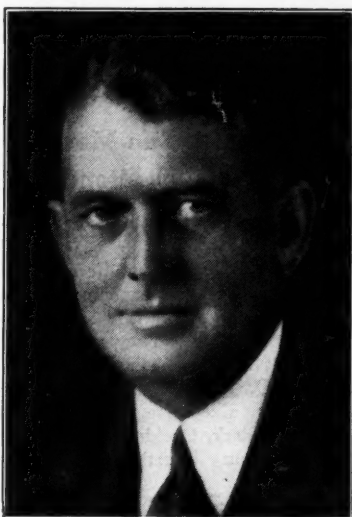
#### No Exemption for Layman

Commenting on the sleepless nights passed by lawyers wondering about their financial and moral responsibility in giving legal advice on some point or other, Mr. Otterbourg warned that while the law exempts the lawyer providing he has not been negligent in any respect in overlooking any decision or statute, no such exemption would apply to the layman "who, in order to sell a contract or to close a transaction, gives legal advice which he represents as correct and which turns out afterwards to be unsound or wrong."

#### All Will Be Served

Mr. Otterbourg predicted that if the spirit of the joint declarations of the two associations is carried into effect not only will the public be better protected but each of the professions interested, by reason of the greater respect the public will have for them, and greater use it will make of their services, will be directly and substantially benefited."

## Change in Top Ranks of Penn Mutual



JOHN A. STEVENSON

John A. Stevenson, who has been groomed for the position, this week was elected president of Penn Mutual Life.



W. H. KINGSLEY

He succeeds W. H. Kingsley, who has been with Penn Mutual since 1885 and now becomes chairman.

### Congress Has Bill Governing Service of Process

WASHINGTON—Legislation to require insurance companies to designate agents for service of process in all states in which they do business, will be pressed during the current session of Congress, it is announced by Representative L. A. Johnson of Texas, who introduced the bill in the House.

The measure would prohibit insurance

companies from issuing policies to any person unless the contract consents to the jurisdiction of the courts of the state of the policyholder's residence, of his principal place of business, or in which property which is the subject matter of the insurance is located, and has an agent in such state upon whom service of process may be had in any proceeding.

Violation of the act would be punishable as a misdemeanor by a fine of not less than \$500 or more than \$5,000.

## E. JAY WOHLGEMUTH

At the age of 63, and after 48 years of serving the varied branches of the vast business of insurance, E. Jay Wohlgemuth, President of The National Underwriter Company of Cincinnati, has joined the fellow-craftsmen of his early days. The date was December 29, 1938.

This was a life of unceasing industry, directed by ambition born of far-seeing vision. A lad of 15, he started on a career which was crowned by the ownership of insurance journals of the front rank, influential and everywhere respected. Through them, and through the organization he built and perfected, Mr. Wohlgemuth continuously gave effective support to the insurance companies and all who represented them.

The life insurance branch of the great family of insurance institutions was ably and faithfully served by Mr. Wohlgemuth throughout the years of his eminence as a publisher. And for the continuance of that service he has left the instrumentality.

The members of the late Presidents' organization, and especially those who were long and closely associated with him, will treasure pridefully the tributes to his character and notable achievements.

+ + +

### THE PENN MUTUAL LIFE INSURANCE CO.

WM. H. KINGSLEY, President

Independence Square

PHILADELPHIA

## Creative Selling Year Is Ahead in 1939, Smith Says

### New England Mutual Head Tells Boston Regional Rally of Opportunities

BOSTON—This is a year of great opportunity for creative salesmen who are prepared to give intelligent programming service, President G. W. Smith of the New England Mutual told 165 agents, general agents and supervisors from the New England States, at a regional meeting here. He said New England Mutual representatives are especially well equipped for career underwriting in line with modern developments.

New business in 1938 exceeded the previous high record, amounting to more



GEORGE WILLARD SMITH

than \$156,000,000, a gain of 1.81 per cent over 1937, he announced.

Meetings also were held in New York, attended by over 200, and Chicago, with 150 present. Nineteen other meetings in centers throughout the country follow during the next three weeks.

#### "Coordinated Estates" Course

The feature of these meetings was and will be the presentation of the new programming sales-plan, "Coordinated Estates," and the completed training course, "Career Underwriting with New England Mutual." A highspot here was dramatization of a "Coordinated Estates" sale, prepared and presented by W. L. Wadsworth and E. A. Hoffman, of the M. G. Summers Agency of this city, assisted by Miss Eileen E. Somers of the home office. W. E. Hays, director of agencies, stressed increasing importance of complete but simple programming.

"The direct function of life insurance is to provide money for the future, as and when it is needed," he said. "Selling in 1939 will depend more than ever on our ability to uncover and interpret the comprehensive needs of our prospects and clients."

"This is real creative selling in tune with the times. People are income-conscious. If we are prepared to show them, simply, clearly, understandably, where their income needs lie and how they can be met, many of the familiar

(CONTINUED ON PAGE 11)

## MORE NEW ALL-TIME HIGHS FOR THE SHIELD COMPANY

The official figures are not yet ready, but enough is known to indicate that the Shield Company is closing 1938 with a record that will reach an all-time high in several respects.

The total Life Insurance in force will be around \$650,000,000 after a gain for the year of at least \$50,000,000.

The total assets will reach a new high and the quality of these assets maintained at the same high standards we have always used.

The record has been accomplished by a field organization that has also reached a new high figure — more than 3,500—and every one a full-time employee.



*The*  
**NATIONAL LIFE  
AND ACCIDENT  
Insurance Company, Inc.**



## Open Institute Session with Four Company Speakers

**Los Angeles Life Men to  
Number of 700 Attend  
First Meeting**

LOS ANGELES—Four life company executives spoke at the opening session of the 1939 Institute of Life Underwriting in Los Angeles. They were President A. N. Kemp, Pacific Mutual; President O. J. Lacy, California-Western States; Executive Vice-president Dwight L. Clark, Occidental, and Vice-president Henry North, Metropolitan Life.

President Kemp said that the president of an insurance company had to be hard headed to protect the investments and profits of the company. He declared it gave satisfaction to a policyholder to know that through this hard headedness protection was being given to his loved ones. The men and women employed by a company reflect the company. A company will have a field force that is energetic and devoted to the cause.

### Both Can Be Successful

Mr. Clark said that no two agents use the same plan and then contrasted two of his agents, saying that both were successful, although one was a technician and the other needed technical aid. He favored educational courses because he said that all the companies want to see the field forces better equipped. He then told of the amount of business that is "orphan" and of the number of men and women who leave the business, saying that 74,000 get out of it during a year, that 22 percent of those in the business earn less than \$700 per year and produce but 5 percent of the business.

Mr. Lacy told the life men they would come out of the institute more capable of selling insurance. He told them to reorganize their plan of operations every 30 days, to adopt a simple and appealing canvas and a one-call program. He suggested they build up a clientele one-half of older persons and one-half of younger and thus continuously keep up a clientele, and declared that newness in the business is not a handicap.

### Suffered from "Volumitis"

Mr. North said that life insurance needs a new tone, that this tone can be brought about by education; that when the life man studies he is doing something for life insurance. He said the surface of life insurance has not yet been scratched. Life insurance is on trial, he averred, and is facing the question of whether it shall belong to the companies or to the politicians who are casting their eyes at it. Life insurance companies got off the track on the idea of "volumitis" but they now see it differently. He told the life men they must have an evangelistic turn of mind, must train themselves, boil down the training and then present it to the people, and never, above everything else, forget the gospel of life insurance.

At the close of the meeting the enrollment committee announced that 250 men and women had enrolled for the 12 weekly sessions of the institute.

### Guests of Managers

The Life Insurance Managers Association of Los Angeles was host to the executives at a luncheon preceding the institute's session.

Mr. Lacy reviewed the Life Presidents Association meeting. Mr. Clark gave his impressions of the American Life Convention. Vice-president D. C. Mac-

Ewen, Pacific Mutual, spoke on the meeting of the Life Agency Officers.

Vice-President Vernon Jenkins, Occidental, in his review of the mid-winter convention of the insurance commissioners, after paying tribute to the impression made by Commission Goodcell of California, said he felt the commissioners have more kindly feelings for the companies and are inclined to be more helpful to them.

Vice-president Asa V. Call, Pacific Mutual, said that the past year has been a hard one but he does not believe it will continue, then advised the managers that there should be more education of the public on life insurance.

## Prudential Makes Official Promotions

NEWARK, N. J.—Several members of the home office staff of the Prudential were promoted. L. R. Menagh, Jr., assistant actuary, was elected assistant comptroller; A. F. Jaques, administrative supervisor, assistant secretary; E. M. Nelmann, mathematician, assistant actuary; R. T. Heller, assistant claim adjuster, supervisor; Wm. Chodoroff, assistant mathematician, mathematician; G. B. Hulse, special representative, comptroller's organization, manager field audits. Monroe Chappellear was appointed industrial engineer, bond department, and N. L. Mansfield assistant public utility engineer, bond department.

### Prudential Managers Meet

Prudential managers from the mid-west held a one day conference in Chicago this week. George H. Chace, vice-president, and Sayre MacLeod, Jr., ordinary supervisor middle west, attended.

## NEWS OF WEEK

The year end rush of business is causing real congestion in home office underwriting departments. **Page 1**

John A. Stevenson is elected president of Penn Mutual, succeeding W. H. Kingsley, who becomes chairman. **Page 1**

Creative selling opportunity is offered this year, President Smith of New England Mutual Life tells regional gathering at Boston. **Page 3**

Ray B. Lucas of Benton, former justice of the Missouri supreme court, has been appointed insurance superintendent of Missouri, taking the place left vacant by the death the other day of G. A. S. Robertson. **Page 5**

The Travelers points out that more than \$3,000,000,000 was paid out by American insurance companies to policyholders and beneficiaries last year in the U. S. **Page 8**

The Prudential will make business loans up to a maximum of \$1,000,000 per loan, according to President Franklin D'Olier. **Page 6**

H. J. Johnson of Pittsburgh, president National Association of Life Underwriters, spoke before the New York City Association outlining the aims of his organization. **Page 22**

President O. J. Arnold, Northwestern National Life, explains some of the features of its annual statement. **Page 24**

Col. M. H. Taggart is appointed for Pennsylvania insurance commissioner. **Page 6**

E. M. Otterbourg, chairman New York County Lawyers Association committee on unlawful practice, outlines the scope of the life agent in giving legal advice. **Page 3**

A. V. Youngman, associate general agent Mutual Benefit Life in New York City, in a talk claims that the use of a personalized production schedule will enable an agent to greatly increase his business this year. **Page 23**

Congressional administration anti-monopoly committee may investigate the question of life companies' attitude toward policy loans based on charges of banks and other outside owners. **Page 2**



## Finds Banks Slow to Become Insurers

### N. Y. Bank Superintendent Reports That Several Deterrents Exist

ALBANY.—The annual report of the superintendent of banks to the New York legislature says that "The number of institutions planning to establish life insurance departments is not definitely known, but it is expected that five institutions will apply for authorization soon, with several others indicating a desire to act as agents."

"The fact that only a few institutions intend at this time to offer this new type of service is said to be due to certain features of the plan as now authorized rather than to any fundamental disagreement with the broad objectives of the statute," the superintendent states.

#### Finds Several Deterrents

"The initial personal contributions required to be made to the guaranty and expense funds of the life insurance department act as a deterrent to organization. Concern on the part of bank management that the public may not understand that a savings bank and its insurance department are distinct entities appears to be another important factor. Largely because of these considerations, and because of the belief of many bankers that a more economical and standardized method of operation is possible through group participation in a central fund, it has been suggested that additional enabling legislation be enacted. Under the suggested central plan, capital would be contributed by each savings bank which would act as agent in selling policies issued by the central fund. It is contended by many savings bankers that such an amendment to the statute, involving no change in fundamental purpose, would enlist the support of many more institutions, with the result that the facilities of the savings bank system would be made more fully available for the promotion of low cost life insurance."

"This department believes that savings banks can be of great service in making low cost life insurance avail-

able in this state, and offers its full cooperation to those who are endeavoring to achieve this objective."

#### BUFFALO BANKERS HOLDING OFF

BUFFALO.—Savings banks in Buffalo are holding off in handling low-cost life insurance under the new savings bank life insurance law. Bankers here do not propose to write or issue policies or become agencies in the issuing of policies. Buffalo savings banks officials believe that if they were to issue policies over their signatures, customers might assume the banks' assets were behind the policies.

#### Voids Iowa Moratorium Law

DES MOINES, IA.—The Iowa supreme court declared the state farm mortgage moratorium law unconstitutional bringing an untold relief to insurance companies holding foreclosures. It had been estimated that approximately 2,500 farmers in the state were being protected by the law from foreclosures. Most foreclosures were held by insurance companies and stock and land banks.

Immediately after the decision, a bill was introduced in the Iowa senate for a modified form of moratorium in case of crop failure due to climatic conditions.

## R. B. Lucas Heads Missouri Department

### New Superintendent Had Been in Supreme Court Three Months

Ray B. Lucas of Benton, who retired as a justice of the Missouri supreme court Jan. 3, after serving a three month term, has been appointed insurance superintendent of Missouri to fill the vacancy caused by the unexpected death two weeks ago of George A. S. Robertson.

Judge Lucas was an active supporter of Governor Stark in his primary election fight last summer and was appointed by the governor last September to complete the remaining three months of the term of the late Judge Frank on the supreme bench.

Judge Lucas graduated from the University of Missouri and University of Chicago Law School. He has practiced law in southeast Missouri for 20 years. From time to time he had served as special judge in the circuit courts of Mississippi and Scott counties. He is

chairman of the bar committee for the expedition of trial and appeals of the Missouri Bar Association. He served two terms as a member of the Democratic state committee and three terms as chairman of the Scott county Democratic committee.

Judge Lucas on several occasions has been an outstanding foe of the Pendergast organization of Kansas City.

#### Life-Trust Council to Meet

BOSTON.—The annual mid-winter conference of the Boston Life Insurance & Trust Council to be held Jan. 26 will be devoted to a practical demonstration of estate planning. It will be open to all life underwriters and trust men throughout New England. Sessions will be held in Hotel Statler. The all-day demonstration will be staged by S. F. Smith and associates, Philadelphia estate planners, and J. L. Weatherly, Fidelity-Philadelphia Trust Co. The session will be in charge of F. E. O'Donnell, Old Colony Trust Company, assisted by Kenneth Eldridge, John Hancock.

Walter Rhodes, manager at Madison, Wis., for the Business Men's Assurance and prominent in the Madison Kiwanis club activities, has been appointed to the committee on business standards of the Kiwanis International.

# NEWSWORTHY AGENTS

A high proportion of the underwriters in Fidelity's field were featured in some way in its publications during 1938. Each month there were one or two major articles from the pen of a leader and two or more short stories contributed by them. Each month there were two or more biographical or factual articles about individuals and their accomplishments.

Each month there were an average of fifteen news items about men who had stepped into the spotlight of newsworthy activity. Photographs of two hundred and twenty-two of them appeared in columns of the publications in connection with some Fidelity interest.

The figures simply illustrate the friendly cooperation that is maintained between Head Office and field—the close knit fabric of the organization. For Fidelity takes pride in its reputation as a friendly company — friendly alike to policyholders and agents.

Evidence of the strength of that long established policy is found in the numbers who boast not five or ten years under the Fidelity banner but fifteen, twenty, twenty-five — on up to more than fifty years. The Company enters its sixty-first year on the solid foundation of that loyalty.



One of a series — Giving facts about the Fidelity.



ROBERT F. EVANS, Chattanooga, Tenn.

Robert F. Evans, treasurer of the Volunteer State Life, who is slated to be a vice-president, together with Cecil Wood of Nashville, who becomes president of the company, have secured control along with friends. Both Mr. Wood and Mr. Evans are trained and experienced life insurance executives.

The FIDELITY MUTUAL LIFE  
INSURANCE COMPANY  
PHILADELPHIA

WALTER LEMAR TALBOT, President



—Philip D. Gendreau

## Financing a home in the country

The trend to the simplicity of country life makes eventual retirement more attractive and at the same time more practicable.

The wherewithal to support a village home is not too difficult to manage. It may well consist of cash or a life income beginning at retirement—money derived from life insurance which during earning years guarantees the family a regular income for living expenses in event of the premature death of the father.

Your clients may anticipate the pleasures of retirement now by planning for it with your help.

## Connecticut General Life Insurance Company

Hartford, Conn.

### STREAMLINE OR BREADLINE?

It takes a streamlined income to avoid the breadline at age 65. After age 65—what? Retirement features of our career agency contracts will be of interest to every ambitious Life Underwriter.

H. O. Hutson, Agency Vice-President

O. R. McAtee, Director of Agencies

### REPUBLIC NATIONAL LIFE INSURANCE COMPANY

"Registered Policy Protection"

Theo. P. Beasley  
Pres. & Gen. Mgr.

Home Office  
Dallas, Texas

Thomas M. Mott  
Sec'y & Actuary

## Prudential Makes Business Loans

Enters Field Opened By Equitable Society About a Year Ago

NEW YORK—The Prudential this week announced that it will enter the field of business loans up to a maximum of \$1,000,000 per loan. President Franklin D'Olier made it clear that this move will not put the company in competition with the banks. As the Prudential's loans will run from 12 to 15 years, whereas the usual bank loan is, of course, for a much shorter period. Loans will be made only after the closest scrutiny of a firm's record, management, opportunities for progress and other factors bearing on the investment's safety.

Some loans will be made as real estate mortgages, thereby keeping down the cost to the borrower. In such cases the value of the real estate pledged will be secondary to the other factors listed above. In other cases debenture bonds will be issued. Prudential is the second life company to enter this field, Equitable Society having gone into it about a year ago.

The "Wall Street Journal" the other day carried an article to the effect that a number of the leading life insurance companies are preparing to make extensive investments in housing and mercantile building construction. The Associated Press sent out a story along the same lines.

One of the companies mentioned as being on the point of entering the new investment field was Prudential. President Franklin D'Olier of Prudential this week issued a statement, denying that his company had ever officially considered making investments in centrally located real estate, as mentioned in the "Wall Street Journal." That is a departure from the present restrictions, he said, and he expressed the belief it will be some time before life companies and the governing authorities can be convinced of the advisability of making such a change.

Mr. D'Olier said that the New York and New Jersey laws at present permit the investment of a small portion of the funds of a life company in housing enterprises under suitable restrictions but do not permit investments in real estate outside of this limited field.

"While it might be possible," Mr. D'Olier declared, "ultimately to work out permissive legislation if there is sufficient public demand for such, each company would have to decide for itself whether it would consider making such investment. As it is purely a hypothetical question at the present time, this company has never considered it officially."

The "Wall Street Journal" article referred to by Mr. D'Olier stated that "a plan designed to make available a potential \$2,500,000,000 of life insurance company funds for direct purchase of real estate and large-scale construction of both residential and mercantile buildings is being actively sponsored by officials of one of the nation's largest insurance firms."

The article went on to say that conferences with other companies had resulted in sufficient general backing for the program to warrant "an early formal request for necessary amendments to state insurance laws."

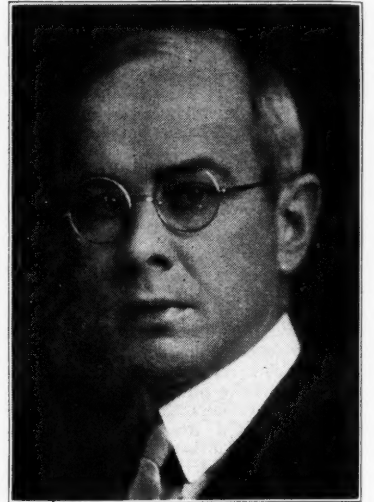
Main points of the program, according to the article, are purchase of land for large scale housing developments; construction of store buildings for prospective long-term tenants; and purchase of store properties from chain organizations and renting them to former owners.

The "potential \$2,500,000,000 of life insurance funds" is based on the fact that life insurance total assets are approximately \$27,650,000,000 and that the

## Taggart Is Made the Commissioner in Pennsylvania

PHILADELPHIA—Col. M. H. Taggart of Sunbury, is to be the next insurance commissioner of Pennsylvania. Official announcement of his appointment by Governor-elect James was made this week.

Reports from reliable sources declare



COL. M. H. TAGGART

that A. G. Costello will be the first deputy and H. I. Tietrick the second deputy. This will give the department virtually the same set-up it had under Governor Fisher, now chairman of the board of the National Union Fire, 12 years ago.

These reports also have it that, in view of Mr. Costello's appointment and his quarter century of service in the department, the headquarters of the department will be moved from Harrisburg to Philadelphia. Colonel Taggart served as commissioner previously from 1927 to 1931.

Colonel Taggart was born on a farm in Northumberland county, on Sept. 4, 1878. An attorney, he has been an independent in politics. However, for the last four years he has been Republican leader of Northumberland county.

project would ask the legislatures of key states, such as New York and New Jersey, to amend their insurance laws so that life companies could acquire land and buildings up to an amount equal to 1 percent of their assets.

The "Wall Street Journal" played the story up prominently, featuring it on the first page and devoting more than a column to it. The article attributes the proposal to the well-known dearth of adequate investment channels.

### Releases "Aptitude Index"

The "Aptitude Index for Life Insurance Salesmen," a blank to aid managers and general agents in the selection of their agents, has just been sent to its member companies by the Life Insurance Sales Research Bureau of Hartford. The "Aptitude Index," as it is generally known, is the result of six years' research and is based on the experience of agents in the United States and Canada. The "Aptitude Index" is to be filled out by the prospective agent. The bureau has prepared a booklet describing the method by which the index was built and a summary of the data which show how it can be of positive predictive value in the selection of agents.

J. L. Thayer, district manager of the Midwest Life at Wichita, Kan., was re-elected president of the Wichita workshop and school for the blind. L. B. Brown, Travelers, is on the board.



## Thousand Weeks of Consecutive Sales Being Celebrated

PEORIA, ILL.—A notable dinner in compliment to Ben Bloch, an agent of the Equitable Life of Iowa, is being held Friday of this week in commem-



BEN BLOCH

oration of his 1000th consecutive week of life insurance production. It will be attended by many of the leading business and professional men of the city. This monumental record is one of great importance and commemorates an exceptional achievement.

### Prominent in Peoria

Mr. Bloch's average for the thousand weeks is in the neighborhood of three applications. That in itself is extraordinary. Mr. Bloch has been a prominent citizen in Peoria for the last 28 years.

He is vice-president of the Toastmasters Club of Peoria, a director of the Big Brothers & Sisters Association. He is conspicuous in Masonic work.

S. A. Swisher of Des Moines, agency vice-president of the Equitable Life of Iowa, will preside as toastmaster. The speakers will be C. W. LaPorte, vice-president Keystone Steel & Wire Company; C. W. Heyl, prominent Peoria attorney; Earl F. Smith, agency director Bankers Life of Iowa, and L. O. Schriver of Peoria, general agent Aetna Life and past president National Association of Life Underwriters. Mr. Bloch in his response will speak on "The First 1,000 Weeks Are the Hardest."

### Would Appoint Commissioner

OKLAHOMA CITY—House Joint Resolution No. 2, now before the Oklahoma legislature, provides for the appointment, instead of election, of the state insurance commissioner. The resolution directs the secretary of state to submit a proposed amendment to the people and provide for a special election if necessary to give the people the opportunity to express themselves in the matter.

### Name Ohio Legislative Chairmen

O. W. Whitney, insurance agent and newspaper man of Sunbury, O., was named chairman of the insurance committee of the Ohio senate. F. L. Adams, Bowling Green agent, is vice-chairman. C. S. Best, Columbus, attorney, is chairman of the house insurance committee.

## FOR SALE

BARGAIN—Large number index guide cards 2 1/4 x 3

Address J-36, National Underwriter

## Sun Life Sets New Records in 1938

### Makes Gains in Total Income, Insurance in Force, Assets

With the announcement that new records were set in 1938 for amount of insurance in force, assets, and total income, the Sun Life of Canada reports it will embark upon a program to increase its agency force in the United States this year. This was made at the annual managers' conference which was held for the first time in Chicago.

President A. B. Wood, who is celebrating his 45th year with the company, reported approximately \$2,900,000,000 of insurance in force in 1938 as compared to \$2,896,589,103 in 1937, assets of approximately \$879,000,000 for 1938 as compared to \$828,487,776 in 1937 and total income of \$250,000,000 as compared to \$174,289,471.

New insurance paid for will amount to approximately \$200,000,000. About 45 percent of Sun Life's business is done in the United States. A decrease in sales was reported for the United States.

Sales in Canada were about the same, while Great Britain and other parts of the world gained last year.

Dividends to policyholders amounted to \$13,000,000. Payments to policyholders totaled more than \$90,000,000. Excess income over disbursements amounted to \$47,000,000.

An increase in assets from 1930 of approximately \$300,000,000 was reported. The mortality ratio of the company remained unchanged. All expenses, except taxes, decreased.

A change in settlement benefits from 3 1/2 to 3 percent was announced by George W. Bourke, actuary. In addition he reported that the 1939 dividend scale will be the same as for 1938. He said that the change in settlement benefits will be announced early in the year.

In connection with the force expansion program, which was announced by W. S. Penny, director of agencies, the following changes were listed: L. V. Drury to the management of the Philadelphia office from Peoria, Ill., L. E. Malone from Wilmington, Del., to the managership of the Detroit office. Mr. Malone succeeds Ernest W. Owen, manager, who is now retiring after 32 years of service; C. N. Gray, Cincinnati manager, to the central Pennsylvania agency with M. Gatch succeeding to the managership at Cincinnati. The conference closed with those at-

## Robt. Newman Paid for Two Millions in 1938

ST. LOUIS—R. C. Newman, topped the \$2,000,000 sales mark for one year for the seventh time in his career as a life agent, when he paid for a total of \$2,200,000 of ordinary, exclusive of group and retirement annuities during 1938. Of this volume he placed \$1,351,000 with the New England Mutual Life. The balance was delivered to various other companies. During 1938 Mr. Newman also placed more than \$2,500,000 of group life insurance during 1938 and wrote some annuity cases that were not included in the \$2,200,000 production figure.

tending it participating in the annual dinner of the Chicago office, which is headed by D. J. Scott.

Home office men participating in the program in addition to Mr. Wood, Mr. Penny and Mr. Bourke were R. H. Finger, C. H. Heyl, and C. E. Reid. All three are superintendents of agencies.

Sales-making facts and figures are given in the Little Gem Life Chart.

# "No Change . . ."

*In 1939, Jefferson Standard Agents can point with pride to these vital facts*

★ PREMIUM RATES . . . . . "No Change"

★ DIVIDEND SCALES . . . . . "No Change"

(Present scales have been in effect since 1932)

★ SETTLEMENT OPTIONS . . . . . "No Change"

(Tables and interest rates)

★ INTEREST RATES . . . . . "No Change"

(Present rates, 3 1/2% guaranteed and 1 1/2% excess interest, paid since organization in 1907)

★ SURRENDER CHARGES . . . . . "No Change"

*Ralph Price, Vice-President*



# JEFFERSON STANDARD LIFE INSURANCE COMPANY

*Julian Price, President*

*GREENSBORO, N. C.*

## Large Sum Paid During Last Year

### Companies Disbursed Over Three Billion Dollars to Policyholders

HARTFORD—More than \$3,000,000,000 was paid out by American insurance companies to policyholders and beneficiaries during 1938. Such payments made by life, casualty and fire companies for the year totaled approximately \$3,110,000,000, according to B. D. Flynn, vice-president and actuary of the Travelers.

The estimate discloses that for every dollar paid under policies insuring property, \$4.80 was paid under policies insuring human beings. Compared with corresponding figures of 1937, these

statistics indicate a return of prosperity and an increase in property values. During 1937 for every dollar paid under property policies, \$5.40 was paid under personal forms. Before the depression 10 years ago, when property values were extraordinarily high, for every dollar paid under property forms, only \$2.80 was paid under personal policies.

### To Select Volunteer State Board

CHATTANOOGA, TENN. — Selection of directors of the Volunteer State Life, control of which was recently purchased by Cecil Wood, Nashville, and Robert M. Evans in association with a group of six Chattanoogaans, will be made at the annual meeting on Jan. 26. It is expected that the board will consist of 11 members.

It has been announced that Thomas F. Bourke, agency vice-president; J. E. Donovan, secretary; and A. E. Archibald, actuary, will be continued in their present positions.

## Insurance Women in Interesting Meeting

### Leon Gilbert Simon Presided Over the Session and Spoke

NEW YORK—"High pressure salesmanship has won rather a bad name for itself," said Mrs. Kathryn Ford, president of the League of Insurance Women at the meeting of that organization. "It makes me think of what my father, who was a western pioneer, used to say," she continued. "He said, 'I have learned from the Indians that you can only scalp a man once.'" She stressed the purpose of the league which is to inspire its members to do honest, intelligent and conscientious selling, and expressed her belief that 1939 would see a great upturn in business and that the insurance profession can be a vital factor in helping to bring it back to normal.

### Leon Gilbert Simon Presided

Leon Gilbert Simon, Equitable Society, presided and spoke briefly on the subject of "Money." Quoting from Spengler, he said that the value of money is in its use. Sell the idea that the emergency dollars are paid for by normal dollars and the emergency value of the dollar is expressed in human needs at the time of its arrival. Life insurance is the only investment whose purchasing power increases because it can be left on deposit for as long as one wishes. The insurance dollars alone have stretchability.

Stuart Monroe of the legal reference division of the Equitable Society gave a clear and simple explanation of some of the technicalities of the federal tax laws. He gave examples with each of the points he explained. He advised very strongly against the practice of transfer of ownership of policies in order to avoid payment of taxes. A man should never lose control of his own policies, he affirmed.

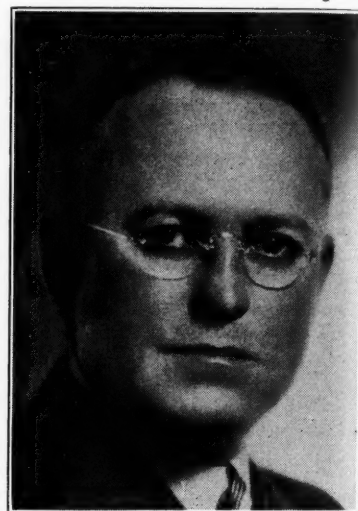
Mr. Simon, introducing Miss Hermine Kuhn, stated that the leading life agents of the country today are equally divided between men and women. Miss Kuhn, who is with the Rosenstien agency of the Equitable Society, was the leading producer in the metropolitan district for December. She told some of the approaches she uses, stating that she freely adopts others' ideas to suit her own personality. "Make your opening sentences interesting and thought-provoking in order to get your prospect's attention," she urged. A question is often a good means of doing this. In order for an agent to ably prepare an estate analysis, Miss Kuhn believes it is essential for him to have a thorough knowledge of wills, trusts and the tax laws.

## Home Office Men at Chicago Rally

Several home office officials will take part in the annual all-day sales congress of the R. S. Edwards general agency of the Aetna Life in Chicago to be held there Jan. 19. The "Big 10," agents' honor group, has charge of arrangements. W. H. Dallas, vice-president in charge of underwriting; R. B. Coolidge, superintendent of agencies; Paul H. Rogers, superintendent accident department, and J. E. Griffith, Jr., secretary group department, will attend from Hartford. An outside speaker will be N. S. Channin, of Ryan, Condon & Livingston, Chicago legal firm. Two general sessions will be held in the morning and clinics on life, group, accident and health and the Aetna's "Estate Control" plan in the afternoon.

Chairman of the first session will be A. E. Hicks, Joliet. Rudolph LeBoy will discuss the insurance man's job,

## Hangs Up Record as U. S. Leader for Six Years



JOHN MORRELL

John Morrell, associate manager of the Samuel Lustgarten agency, Equitable Society in Chicago, was that company's No. 1 man in volume of business and premiums last year. This is the sixth time he has been national leader.

He started with the Equitable early in 1923 as a part time agent, a status in which he continued for three years. In 1927 he led the company for the first time with about \$3,500,000 paid production. He again led in 1928, 1931, 1932, 1935, when he paid for \$3,180,000 in the Equitable and about \$1,120,000 surplus business outside, also being national leader of the Prudential that year.

Mr. Morrell's 1938 volume was \$2,121,659 in the Equitable, and a large volume outside. His paid premiums in the year were \$74,210 and number of lives insured 73. He paid for \$739,450 of business in December with 29,003 premiums on 19 lives.

The Equitable had 13 millionaires in 1938. Harry T. Wright, associate manager Chicago, was No. 2 with \$1,521,000 in 153 cases, with \$54,413 premiums. The others in order of standing were: No. 3, J. H. Machette, Devitt agency, New York City; 4, N. C. Strong, Miner agency, New York City; 5, R. W. Pumpelly, Rosenstein agency, New York City; 6, Louis Behr, Lustgarten agency, Chicago, who paid for about \$1,200,000 in the Equitable and \$450,000 outside; 7, G. F. Gardner, E. Woods Company, Pittsburgh; 8, Harry Steiner, Lustgarten agency; 9, S. D. Weissman, Farnsworth agency, Boston; 10, L. G. Bott, Downing agency, Boston; 11, M. Reibeisen, Harris agency, New York City; 12, N. G. Maxcy, Phoenix, Ariz.; 13, R. Stever, Dewar agency, Los Angeles.

Mr. Dallas will speak on underwriting methods and developments, and R. N. Howes, mayor of Clinton, Ia., a company leader in the accident end, will discuss accident insurance. Messrs. Hicks and LeBoy are leaders.

Mr. LeBoy will be chairman of the second session, when D. K. Weiser, Aetna Casualty branch, Chicago, will speak on "Dollars and Sense in the Aetna Plan." He will be assisted in presentation by C. G. Moorehouse, Kenneth Hales and C. A. Fargo, agents. Paul M. Williams will discuss programming. The group department under W. A. VanDyck, group supervisor, will present a skit, "Mr. Scissors Goes to Town." Mr. Coolidge will close with a talk on "Opportunities in 1939."

A banquet will be held. James Ledy is general chairman. Mr. Hemmens is program chairman. General Agent Edwards and R. J. Curry, assistant general agent, will take part.



## BE FIRM IN THIS RESOLUTION

That your prospects are entitled to know what insurance program is most advisable for them, and . . .

That you will take the time and make the effort necessary to transmit that information to them.

*Applications are written  
when that is done.*

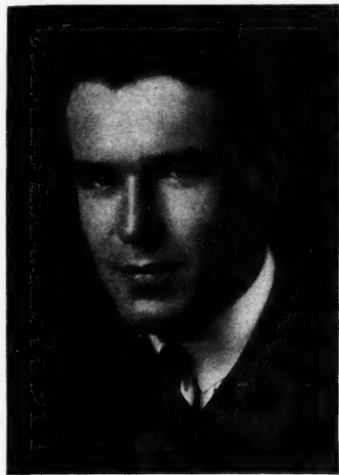


**The Prudential**  
**Insurance Company of America**  
Home Office, NEWARK, N. J.



U. S.

## Elected Executive Vice-president at 26



CHARLES M. WILLIAMS

CINCINNATI—Charles M. Williams, vice-president Western & Southern Life, has been elected executive vice-president in charge of finance and investments. He is the eldest of C. F. Williams' three sons and is one of the youngest life insurance executives in the country, being 26 years of age. He started with the company on a debit in Norwood, O. several years ago and later went into the home office, where he has displayed special talent for investments. Mr. Williams was elected a director and vice-president in 1934 in November of that year.

## Year-End Gusher in Home Offices

(CONTINUED FROM PAGE 1)

the club year shortly before the end of the calendar year there was a considerable rush in the issue department.

The Metropolitan Life ordinary issue department experienced the usual year-end rush and there was a bulge in business on contracts involving the use of settlement options.

The cashier's department at the head office of the Equitable Society, which is the clearing house of the New York metropolitan agencies, did a record breaking business during the closing hours of the year. The total paid business for the month, exclusive of group, was \$29,964,511, an increase of \$18,498,470 over December, 1937. Settlements tendered as of Dec. 31 covered \$10,224,994 of insurance, increase \$7,785,924 for the closing day of 1937, and 33 percent more business than was handled on any previous day in the history of the New York department.

General agencies found that December was by far the best month of the year. Agents got busy in every direction. The fact that the agency force was thoroughly aroused and enthused resulted in a large number of applications so that offices, especially in the large cities, have been deluged with additional detail work. The great influx of new business was due to the changes that were made in settlement options and in some cases other changes which in the aggregate did not amount to so much but it gave the salesmen a good talking point. The psychological effect was excellent in approaching a prospect. It was the same old story of a man desiring something that he could not get hereafter.

The daily papers and some of the weekly magazines had brought out the forthcoming changes and this aided naturally the sales forces very much. As a matter of fact, life agents all over

the country got to work with a right good will during December. Even companies that had not made any changes found that their agents were hard at work, calling attention to the changes that were being made in other companies and predicting that a similar move might be made by their own in due season. In large city agencies the office force has been working nights hoping to get the accumulated applications out of the way. December, therefore, proved a bonanza for companies and agents. While the earlier months of the year had shown a decrease in new business December came forth with tremendous momentum and saved the day.

President G. W. Smith of New England Mutual announced to the field force that the December paid business was in excess of \$30,000,000. That was 88 percent greater than December, 1937. The total paid for business of the year was \$156,720,000. That is a gain of \$2,780,000 or 1.8 percent greater than last year. Applications received in December totaled more than \$54,000,000 or double that of any previous month in the history of the company with an average application of \$6,300.

The mail on Jan. 3 brought 1,967 applications for \$13,180,000 exclusive of New York state which was legally

closed earlier. This one day total is more than was received in July or August or September. With business carried over, this guarantees a big January. President Smith states the home office will use every effort through overtime and additional experienced clerks to forward policies to the agencies as soon as possible but he asks for the patience of the field force.

### MASSACHUSETTS MUTUAL

Despite working every night in the final three weeks of 1938, Massachusetts Mutual new business department could not stay abreast of the avalanche of applications, 2,000 being on hand and untouched at the year-end. The first mail delivery in the new year brought 2,500 more applications.

Vice-president C. O. Fischer expressed the belief that the sales increase was not entirely due directly to changes made in policy contracts, even though news of the changes did impel many prospects to hasten their purchases. New buying power already existed; otherwise the rapid sales gain would have been impossible.

"The upswing," Mr. Fischer said, "was occasioned more by increased activity on the part of salesmen than by any other cause. The need for life insurance is constant, and when the army

of life underwriters marches forward, telling the life insurance story, business is the natural result."

### FIDELITY MUTUAL LIFE

Year end figures reported to the Fidelity Mutual indicate a marked upswing in new paid insurance with a gain in December 1937 of 83 percent. Insurance in force increased to \$363,467,189.

### BANKERS LIFE OF IOWA

Bankers Life of Des Moines reported the largest new paid-for life during December of any single month since October, 1930. The December new business more than doubled that of December, 1937, with a total of more than \$10,200,000. The total production for 1938 was approximately \$61,000,000.

### OHIO STATE LIFE

The Ohio State Life reports that December broke all production records with examined business ahead 65.1 percent. Paid business set a new high with first year premiums 69.6 percent higher than last December. The accident department made the greatest gain in its history with an increase of 609.4 percent in applications. The total life business written in December increased 100

# AHEAD OF 1937

New paid business through November 1938 exceeded that for the whole of 1937. This accomplishment is reflected directly in the incomes of the Minnesota Mutual field force.

## WE OFFER:

1. A liberal agency contract.
2. A plan for financing your agency.
3. Accounting methods to guide you.
4. Proven plans for finding—training agents.
5. A liberal financing plan for your agents.
6. A unique supervisory system.
7. Organized Selling Plan.
8. Unusually effective selling equipment.
9. Policies for every purpose: Regular — Family — Juvenile—Women—Group—Payroll Savings, etc.
10. Low Monthly Premiums.

A \$220,000,000.00 Mutual Company, 58 years old  
with an understanding, cooperative Home Office.

**THE MINNESOTA MUTUAL  
LIFE INSURANCE COMPANY**

Saint Paul, Minnesota



## From Coast-to-Coast

Service to Policyowners and Fieldmen, for more than a half-century, accounts for the progress of this Company from Coast to Coast.

Entering our 52nd year, we renew that pledge of faithful service, and of stewardship, awake to its responsibilities and its glowing opportunities.

### Life-Accident-Health-Group

Provident plans for provident people.

## PROVIDENT Life and Accident Insurance Company

Chattanooga—Since 1887—Tennessee

## Envoys of Happiness

IN this season of "Happy New Years!" the thoughtful soul will agree that the life underwriter's "stock in trade" is Happiness, and Happiness, 'tis said, is sought by every human being, through purchase or otherwise.

For their own and their loved ones' sakes may increasing numbers come to realize, in this New Year of Grace, that they can nowhere acquire that happiness born of security at cost so low and in quality so dependable as from the Man-with-the-Rate Book.

**LIFE**  
INSURANCE COMPANY  
**VIRGINIA**

RICHMOND

Established 1871

percent. Only business on which medicals were received at the home office before Dec. 31 was included in the totals.

### EQUITABLE LIFE OF IOWA

The Equitable Life of Iowa reported a total paid business in December of \$7,069,928. It was the highest mark for the company since April, 1935, and the best December since 1931. The company reported a total of more than 53 million dollars for 1938 of paid business.

Insurance in force as of Dec. 31, 1938, is \$577,404,000. Iowa led all states in production, with Pennsylvania, Ohio, Illinois and New York following.

The Des Moines agency under Grady V. Fort was first in production. The Rice agency, Harrisburgh, Pa., was second.

R. O. Claypoole of Philadelphia was the leading producer.

### NORTHWESTERN MUTUAL LIFE

That the Northwestern Mutual Life enjoyed the decided increase in business experienced by a number of companies is evidenced by the fact that issued business in December totaling \$55,130,246 on 12,517 policies, was 42 percent more in volume than in December, 1937, and 45 percent greater in number of policies issued. It was a new high in both number of policies and amount for this 81 year old company. The number of policies exceeded the previous high by 29 percent and the amount by 26 percent. The previous high record month in volume was May, 1929, with \$43,772,115. Underwriting and policy issue departments were hard pressed and met the situation only by long overtime work.

Eastern agents who held their annual meeting in New York City last week, were so pleased with the speed and facility with which policies were issued that through Glenn Dorr, general chairman, they sent a wire congratulating and thanking officers and employees of the medical and secretary's department at the home office.

Paid business in December was \$45,813,665 on 11,289 policies, also an all-time high record in volume and number of policies.

### CONTINENTAL AMERICAN LIFE

Continental American Life new business in 1938 was greater than any previous year in its history. W. M. Rothaermel, agency vice-president, reported issued and paid for volume was 20 percent greater than the 1937 figure and 3 percent better than the highest year since the founding 31 years ago. All-time records were established on applied-for, issued, paid-for and new premiums.

December paid business was 68 percent ahead of December, 1937, new premiums 65 percent ahead. Throughout 1938, Continental American ran ahead of 1937. Ten of the 12 months were better than the corresponding months of 1937, the year before and three set records that beat highest previous figures for the same months.

Leading agencies were: (1) Max J. Hancel, New York; (2) Matthew J. Lauer, New York; (3) Wilmington, Del., branch (Ralph W. Horn, manager); (4) Robert Kruh agency, New York; (5) Peninsula branch, Salisbury, Md. (Harland W. Huston, manager); (6) Philadelphia branch (Martin W. Lammers, manager); (7) Newark agency (George J. Aimbinder and David Moskowitz, general agents).

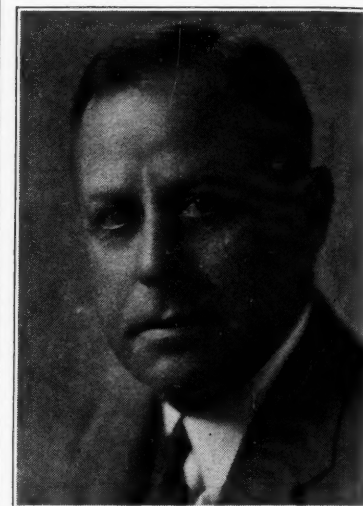
Leading agent for the year in volume was Harry Schultz. Case leader was W. S. Carmine, Cambridge, Md., Peninsula branch, with 100 cases, who has submitted a completed case each week for 17 years.

Continental American recently purchased a site for a new home office building at Rodney Square, Wilmington, and is preparing plans for the structure. A. A. Rydgren is president.

### MINNESOTA MUTUAL LIFE

The Minnesota Mutual Life reports new paid business including group

## All Time High



KARL B. KORRADAY

The Illinois Bankers Life of Monmouth, Ill., closed 12 months with 26.5 percent increase in new business. December closed with \$1,270,616, making the 16th straight month. The head of the producing organization is Karl B. Korraday, a bangup agency executive.

\$38,034,000, which figure for 1937 was \$32,833,000 a gain of 15.9 percent over 1937. Excluding only group, new paid business was \$27,185,596, which figure last year was \$27,169,679, excluding group. Wholesale, reinsurance and increases and revivals, the total was \$24,339,463, which figure in 1937 was \$23,184,624. Insurance in force \$225,535,000, gain almost \$13,000,000 or 6 percent.

### NATIONAL HAS BIGGEST MONTH

MONTPELIER, VT.—National Life announces that the total amount of new life insurance paid for during 1938 reached the total of \$50,885,180, an increase over that of 1937 amounting to \$3,745,398, or 7.9 percent.

A deluge of new applications brought the December business up to a total exceeding that of any month in the National's 89 years. A notable result of the year's business was an increase of \$15,011,374 in the amount of insurance in force. Annuities were purchased in much greater volume than in 1937, the new premiums for such contracts amounting to \$3,243,253, as compared with \$2,783,276.

### UNION CENTRAL HAD UPTURN

CINCINNATI.—Although Union Central Life did not make any policy, rate, or dividend changes Jan. 1, it has experienced a consistent upturn in business. The company reduced the rate of interest on policy loans to 5 percent, in accordance with New York law. During 1938, the average number of policies paid for monthly was 1,211 for \$5,421,273, compared with 1,626 for \$7,627,322 in December, 1938. For December, 1937, the figures were 1,764 cases for \$8,853,669, the volume being large because of a convention held the following month, which was not the case in 1938. An unusually heavy day was experienced on Jan. 3 of this year when there were 185 cases for \$1,221,174 paid for. The figures are for life business only.

### McNair Given K. C. Honor

Superintendent H. D. McNair of Ontario was honored at New Year's by an appointment as King's Counsel. This same distinction went to Mr. McNair's predecessor, while he was in office, R. Leighton Foster, who is now general counsel Canadian Life Insurance Officers Association. Mr. McNair has been insurance superintendent since 1935.



## Creative Selling Year Is Ahead

(CONTINUED FROM PAGE 3)

difficulties of the selling process will be removed, from the initial interview to the close."

He said the plan is the opposite of high-pressure. It has proved its value in defining the prospect's problem and helping him to sell himself.

A warning against dangers of ill-advised attempts to program insufficient amounts of insurance was given by R. J. Lawthers, head of the benefit department in the home office. Good-will for life insurance demands that programming be done with restraint and intelligence, he said.

### Gives word of Warning

"Don't attempt to program small amounts, except perhaps in providing income for a widow without dependent children. Put first things first. Be careful not to tie up funds for a child's education unless provision already has been made for the family's living needs. The benefit of programming depends upon the prospect's thorough understanding of what has been done and why. Each step should be logically identified with a definite need, and frequent checks made, as time goes on, to keep the program in line with changes in the client's needs and insurance status."

The four-volume training course on "Career Underwriting" is designed to provide the new recruit a comprehensive grasp of the specific nature of life insurance and the sales technique. It was compiled in consultation with leading authorities on life insurance education and general agents and supervisors country-wide who rank as specialists in various phases of training, and represents a complete, practical guide to sound development.

### Gives Practical Sales Plans

Special attention has been given to making the course suitable both for the beginner and the veteran who wants to lift himself out of a slump. Requirements of class groups at the general agency, and of the individual student, have been kept in mind. A feature is the fourth volume, "Organized Action," which concentrates on putting successful sales methods into practice.

### Well Worked Out Campaign

More than 1,200 representatives will receive the new "Coordinated Estates" sales aid this month. It is composed of nine separate, related parts, and is designed to provide agents a client-building service and to lead to creative selling.

A fundamental feature is the "family check book" selling tool, designed to establish confidence and permit the agent to obtain essential data in a fact-finding interview. This has been field-tested for more than a year. There is also, for the second, or closing interview, an attractive proposal without frills, outlining simply the solution of the prospect's income problem.

A preliminary work sheet and master file permit the agent, with least possible effort to correlate existing life insurance and make it a part of his recommendation. There is a pre-approach mailing-piece, a booklet, "How John Alden Increased His Insurance Estate 31 Percent Without Extra Cost," in case-history form.

### Agency to Celebrate 1938 Record

The William Cantor agency of the Fidelity Mutual Life in Boston will have a dinner and theater party January 17, to celebrate the 1938 agency record which exceeded the quota set for the year. Vice-president Frank H. Sykes and assistant manager of agencies A. G. Tuthill will be present from the home office.

## Parsons Appoints New Supervisor in Chicago



O. F. JOHNSON

Oliver F. Johnson, formerly of Cleveland, has been appointed supervisor of the Bruce Parsons general agency, Mutual Benefit Life, in Chicago. He will recruit and train new agents. He joined the Mutual Benefit in 1937 after several years of sales personnel work, contacting 4,000 insurance men. At first he studied the company's training methods, and did supervisory work in Cleveland. In 1938 he entered personal production, where he has been successful. In five months, he submitted 31 applications for \$515,000 volume.

The Parsons agency in Chicago closed its first calendar year with a \$9,000,000 submitted business and approximately \$5,000,000 paid for. Steady progress was made from the start in July, 1937, both in business and man-power. Eleven agents were put on in 1938.

N. E. Andersen led in volume and number of lives.

## May Investigate Loan Attitude of Life Companies

(CONTINUED FROM PAGE 2)

It will outline the reasons for the standard form of assignment which the counsel association and the American Bankers Association committee agreed upon, explaining the reasons why this assignment differs from the A. B. A. form used previously.

In view of possible accusations against life companies that they are trying to obstruct outside policy loans, it is interesting to note that the insured gets a much better deal under the new assignment form worked out jointly by the counsel association and the A. B. A. than under the old A. B. A. form. While neither the committee of the counsel association nor, for that matter, the association itself, has the power to bind any of the life companies to acceptance of the agreement, the committee is hopeful that more and more companies will adopt the suggested form, thereby promoting uniformity and considerable progress in protecting the rights of the assured while not taking away from the banks any of their essential protection.

The new form will not entirely supersede the old A. B. A. form, as the latter may continue to be used by banks which prefer it to the new one.

George Hoague, associate counsel New England Mutual Life, is chairman of the Life Counsel association which has been handling this matter. Other members are E. J. Boughton, attorney Metropolitan Life; W. E. Monk, general counsel Massachusetts Mutual; John Barker, vice-president and general counsel Berkshire Life; and D. P. Cavanaugh, associate counsel, Aetna Life.

## They Ask Our Fieldmen to Call!

Yes, sir, the prospect problem is not a real problem with the Pan-American Fieldman who uses our Interview Plan Prospecting System; for our plan develops and qualifies prospects as such—and they actually welcome interviews!

Combine such an ideal selling situation with our Fieldman's tool-kit of up-to-the-minute life and annuity plans; Group, Wholesale and Salary Deduction insurance, and you have the reason why so many new producers joined the Pan-American's Field Organization in 1938.

For agency information address:

Frank T. Limont, Superintendent of Agents

**PAN-AMERICAN LIFE INSURANCE CO.**  
NEW ORLEANS, U. S. A.

Crawford H. Ellis,  
President

Edward G. Simmons,  
Executive Vice-Pres.

## AMERICAN NATIONAL INSURANCE COMPANY

GALVESTON, TEXAS

W. L. MOODY, JR., President

Thirty-fourth Annual Statement, December 31, 1938

Insurance in force over  
**\$700,000,000.00**



Industrial and Ordinary

Operating from Coast to Coast, from the Great Lakes to the Gulf, in Cuba, Puerto Rico and Hawaii

Friendly • Progressive • Strong

## EDITORIAL COMMENT

### An Orchid for Julian Myrick

ALL hands in the circle will congratulate JULIAN S. MYRICK of New York City, who celebrated on New Year's Day his 30th anniversary as manager of the MUTUAL LIFE of New York. He is an outstanding character in his field. Mr. MYRICK served as president of the NATIONAL ASSOCIATION OF LIFE UNDERWRITERS and is still one of the most potent and useful members of that body whose advice is

sought and whose influence is powerful. He is one of its trustees. He has accomplished much. He has a compelling personality that has served him in a gratifying manner. There is no one who has contributed more to solving the production problems of the business. It is such men as JULIAN MYRICK who have built a mighty fortress for life insurance field workers.

### Paying Out Unnecessary Money

IN A recent address President M. J. CLEARY of the NORTHWESTERN MUTUAL LIFE referred to the annoyances of so-called "service bureaus," "counselors" and others of various ilk who seek for a fee to advise people on their life insurance. As he points out anyone can get the best information by going direct to the company with which he is insured. He will not be charged a cent for information or counsel. In most cases a 3 cent stamp will be all the outlay that is needed.

In connection, however, with his talk President CLEARY did bring out the fact that in the sale of life insurance it is highly essential to convince policyholders that they will get honest, fair and square

treatment from their companies. The service bureaus naturally want the impression left that there is a wide gulf between the man who pays the premium, the agent who sold him the business and the company in which he is insured. In order to propagate their faith they instill in the minds of policyholders the thought that they themselves will not be able to obtain what is due them nor can they get unbiased advice. Therefore, it is incumbent on the agents to leave in the minds of policyholders the thought that the company in which they are insured is their friend. It is their company. There is no need for an intermediary when one is insured in a first-class company.

### What Insurance Figures Tell

THE TRAVELERS each year makes a very careful estimate of the amount paid to policyholders and beneficiaries of insurance policies of all kinds in the United States. For instance, in 1938 it is found that over \$3,000,000,000 were disbursed by insurance companies of all kinds, this fund going into the hands of policy-

holders and claimants. This is a remarkable showing. It should make every insurance person lift his head a little higher in pride. It reveals insurance as a tremendous business and also presents it as one of great beneficence to mankind. The real test of insurance is how it pays out.

### Putting Dignity in Its Place

TWO EVENTS of the month shattered the dignity of the institution of life insurance into pieces too small to sweep up. Yet a minute examination of the foundations of the business shows that they are still as strong as ever, indicating that perhaps dignity and formality are less important adjuncts to this business than had previously been supposed.

The first of these events was the highly informal and captivating manner of JULIAN PRICE's introductions as chairman of the annual meeting of the LIFE PRESIDENTS ASSOCIATION. It is true that the JEFFERSON STANDARD's able and witty president did not wear his hat while presiding, despite the alleged efforts of a group of his friends that he be permitted to do so. Nevertheless, he succeeded ad-

mirably in dispelling any notion that meetings of the association are conducted in an atmosphere of chilling dignity. Actually, the impression that LIFE PRESIDENTS ASSOCIATION gatherings are stiffly formal is a mythical holdover from the days of frock coats and side whiskers. Mr. PRICE deserves credit for blasting this bit of folklore and demonstrating conclusively that solemnity is of no more practical use to the life insurance business than the vermiform appendix is to mankind.

The second blow to traditions of dignity was the first annual gridiron entertainment of the New York City LIFE MANAGERS ASSOCIATION, which satirized pretty near everything that is sacred to the life insurance business. The association's president, Manager GERALD A. EUBANK of

the PRUDENTIAL, and his associates deserve a lot of praise for their willingness to step out and try something new. And while it would take a full column to list all those taking part in the entertainment, particular mention should be made of G. P. SHOEMAKER, general agent PROVIDENT MUTUAL, who directed the show, and R. G. ENGELSMAN, general agent PENN MUTUAL, who first promoted the gridiron idea and who assisted Mr. SHOEMAKER in directing the performance.

Men in the life insurance business have

sometimes been accused of being too readily horrified at anything tending to detract from the dignity of their calling, of being too prone to break out with the jitters at any hint of criticism that is not entirely respectful. Neither Mr. PRICE nor the New York City managers, of course, had any intention of offering criticisms, but they have contributed to the useful task of keeping the life insurance business reminded that its dignity can be severely mauled without the temple crashing down around the ears of the devout.

## PERSONAL SIDE OF THE BUSINESS

**Logan Bidle**, assistant secretary of the Aetna Life in charge of its accident department, has completed 25 years with the company. He is a native of Charleston, Ill. He became an agent in that city before being employed by the Aetna Life as special agent in the Chicago office Jan. 1, 1914. Then he was called to the home office as superintendent of the home office group disability department and then of the home office accident department. He became assistant secretary in February, 1925.

**John Griffin**, supervisor of field education and sales promotion of the Metropolitan Life, spoke to the Economics Club of the University of New Hampshire at Durham.

Three veterans of **Pacific Mutual Life** during the past month celebrated anniversaries: L. G. Campbell, Oakland, Cal., 36 years; T. A. Waltrip, Los Angeles, 27 years; Dr. J. B. Wachtel, Oklahoma City, 26 years.

**R. W. Smethie**, who retired as manager of office accounts of Metropolitan Life in Richmond, Va., was feted at a testimonial dinner by the Virginia Life Managers Association in Richmond. Mr. Smethie had been with Metropolitan Life for 40 years. Several Metropolitan Life head office officials were on hand and spoke, they being: A. C. Ringer, superintendent of agencies; B. L. Church and J. A. Blades, agency supervisors; Robert Seay, supervisor, and R. L. Corr, field training supervisor.

**S. M. Saufley**, former insurance commissioner of Kentucky, has resigned as Louisville manager of the Federal Bureau of Foreign & Domestic Commerce because of the condition of his health.

**Ben M. Bugbee**, special agent in Indianapolis for Bankers Life of Iowa, died at his home at the age of 60. He had been with Bankers Life many years.

**George E. Beedle**, who was Wisconsin commissioner from 1907 to 1911, and Mrs. Beedle recently celebrated their golden wedding anniversary. Formerly residents of Embarrass, Wis., they are making their home with a son, J. R. Beedle, in Berkeley, Calif.

**Jesse Fletcher**, San Antonio, Great Southern Life agency manager, who has been elected the outstanding young man of San Antonio, is a past president of the junior chamber of commerce, past president of the Southwest Texas

Odd Fellows Association, past noble grand of San Antonio I. O. O. F., No. 11, past national director of the United States Chamber of Commerce. He has just completed his term as president of the San Antonio Life Insurance Managers Club.

Mrs. Josephine B. Watson, 84, widow of **Charles H. Watson**, secretary of the Northwestern Mutual Life at the time of his death in 1906, died at her home in Milwaukee.

**Harry V. Wade**, vice-president of the American United Life, spoke at a luncheon of the Indianapolis Real Estate Board on "Indianapolis real estate from a layman's viewpoint."

**Harry W. Stanley**, veteran Wichita general agent Equitable of Iowa, and Mrs. Stanley were involved in an automobile accident at Oklahoma City but are reported not to have been seriously injured though their car was badly damaged.

"O. P." may only be two letters in the alphabet to some people but to the postal employees in San Antonio (a city of 275,000 people), it means: "**O. P. Schnabel**, Jefferson Standard Life. Mail addressed: 'O. P.' San Antonio, Texas, is promptly delivered to 'O. P.' Schnabel without being referred to 'Directory Service.' Two Christmas cards addressed that way came to 'O. P.' without his surname or address.

**Colonel Joseph Button**, former Virginia commissioner, now secretary-manager of the Stock Company Association with Washington headquarters, who was taken ill while at the convention of the National Association of Insurance Commissioners at Des Moines, underwent an operation last week in Stuart Circle Hospital in Richmond, Va. His condition was reported improved this week.

**W. A. Courtright**, who served as Indianapolis general agent for Penn Mutual Life from 1913-29, ended his life with a bullet at his office in the Merchants Bank building there. He was 68 years of age. He was one of the life insurance veterans of the city. He retired as general agent on account of ill health but he retained an agency connection with Penn Mutual. Before going to Indianapolis he had been in the business in Columbus, Cincinnati and Chicago. He was a native of Chicago.

Before going to Indianapolis he had represented Phoenix Mutual Life in Chi-



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cago. Within the past month Mr. Courtright had received a letter which pleased him greatly from L. A. Downes who recently retired as head of the Illinois Central Lines. Mr. Downes referred to a policy Mr. Courtright had written for him when they were both youths just starting on their careers.

Between 25 and 30 Oklahoma general managers and general agents will be guests of L. C. Mersfelder, state manager for the Kansas City Life at a deer dinner in Oklahoma City, Jan. 16. The venison will be provided by Mr. Mersfelder.

S. T. Gilmore, vice president and general counsel of the Business Men's Assurance, died from pneumonia. Associated with the company since the time of its organization in 1909, he acted as its attorney and later was given the title of general counsel. In 1937 he was elected a vice president. Mr. Gilmore was born on a farm west of Eudora, Kan. He attended the University of Kansas, receiving a bachelor's degree in 1886, and a law degree in 1888. In 1904 he was the Republican candidate for state senator. He was elected and served one term of four years.

S. Wayne Terrill, Rutland, Vt., local agent, died.

Charles M. Rankin, 51, superintendent of the Prudential, died in Lexington, Ky.

Marion Wallace died in Oklahoma City. He was one of the organizers of the Southern Mutual Life of Oklahoma City and its president for 10 years.

#### Aetna Life People Qualify

HARTFORD, CONN.—Vice-president Whatley of the Aetna Life announced that the Quick Qualifiers' Club had reached an all-time high record in its membership this year. Fifty-one salesmen have received certificates of membership, eligibility for which consists of fulfilling the requirements for attendance at the annual convention in half the allotted time. The company has set up certain basic requirements in the writing of life insurance for attendance at these conventions and allows its salesmen one year, from July 1 through June 30, in which to complete requirements. Those who qualify before Jan. 1, or within six months, become members of the Quick Qualifiers' Club.

The salesman to qualify first for this club was H. G. Feldman of Pittsburgh who achieved membership on Aug. 3. An interesting feature of the membership this year is the presence of three women producers on the roster, Miss Emma Beal of Houston, Miss Eva Lancaster of Dallas, and Miss Anna Barber of Jacksonville.

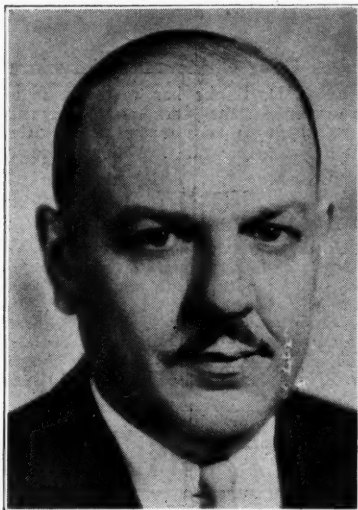
## RECORDS

**Jefferson Standard Life**—Gain of insurance in force last year of \$14,000,000, bringing the total amount up to \$385,000,000, a new high mark. New business for the year was \$46,109,000.

**State Mutual**—Paid business gain of practically 100 percent during December is the third largest month in its history. Gain for the year of 3 to 4 percent. Issued business in December was 213 percent of that in December 1937, and the year's business was 108 percent as compared with the whole of 1937. Business written prior to the end of the year, but arriving in Worcester after Jan. 1, will add several millions to the figure.

**Pacific Mutual Life**.—Thirty-nine agencies exceeded their quotas in the annual inter-agency contest on a written business basis. The G. C. Janney agency, San Diego, Cal., led with 371 percent of written quota. Other leaders included: Lund, Erie, Pa., 288 percent; Hutchins, Allentown, Pa., 271; Watts, Chicago, 180; Ellis, Deadwood, S. D., 176; Coffman, Cleveland, 175.1; Jenks, Atlanta, Ga., 167.5; Sveska, Omaha, 166;

## Missourian Dies



G. A. S. ROBERTSON

G. A. S. Robertson, Missouri insurance superintendent, who died unexpectedly the other day at the age of 44, had served just a little more than a year. He enjoyed the good will of the business and was regarded as a fair administrator. The funeral services in Columbia were attended by a large number of insurance people.

Paschall-Gist, Los Angeles, 163.6; Sherman, Newark, 163; Washington, D. C., 163. Donald Webster, acting manager.

**Central States Life**—It reports a 9.6 percent gain in paid-for business in 1938 over the previous year, with every month since July being listed in the gain column. New business in December was 22 percent greater than in December of 1937.

**Earl Schwemm**, Great-West Life, Chicago—Led all agencies in the United States and Canada in 1938. When Mr. Schwemm took charge 2½ years ago the office was in 11th place. He is a C.L.U. and before taking the Great-West was a supervisor handling one of the most successful units in the city. He has done an outstanding job of agency building. R. L. Simpson was appointed assistant brokerage manager, associated with R. C. Fraser, manager of the brokerage department.

**Paul W. Cook**, Mutual Benefit Life, Chicago—Paid for \$4,448,440 life business in 1938 and in December recorded its first million dollar paid month since the agency was opened July, 1937. December total was \$1,287,600, written business in the month being \$2,400,000. The Cook agency set a high record in the \$12,300 average amount of insurance paid for per life in 1938. Mr. Cook again qualified as a millionaire for his ninth consecutive year.

#### Manes Gives Advice to SEC

Alfred Manes, professor of insurance at Indiana University, has returned to Bloomington after having been to Washington, D. C., to give Securities & Exchange Commission some advice in connection with its investigation of insurance as a phase of the administration's anti-monopoly probe.

## REJECTED RISKS

The buttermilk market in Chicago has had a strong undertone lately, all due to the fact that 300 friends of the Strom, Carlson & Lauer agency of that city New Year's morning each received a quart of buttermilk. Wrapped in holiday tinsel it was delivered by special messenger during the morning and, to many of the friends, it seemed funnier a day or two later than at the time.

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NOTHING BETTER IN LIFE INSURANCE



## Protective Sales

for 1938 compared to 1937 were 12% above the average for the country as a whole. Every one connected with this company looks forward to the opportunities of the New Year.



## NEWS OF THE COMPANIES

### Jefferson Standard Conservation Record

The Jefferson Standard Life reports another fine year of progress along conservation lines. The percent of business lapsing to the total amount of insurance in force at the beginning of 1938 was the lowest in its history. It has long emphasized the importance of conservation, working along educational lines with members of its field force. Many fine conservation records have been made by branch offices and its agents.

A. L. Smith, general agent in Birmingham, Ala., holds the distinction of earning the highest honor that can be conferred upon a Jefferson Standard representative, the presidency of the Julian Price Club which has 147 members. Membership is based on attaining a certain renewal ratio. Mr. Smith had \$371,000 of first and second year business exposed during 1938 and all of it renewed 100 percent.

In addition to that record, eight other representatives had perfect renewal records on large volumes of business: Leo A. Douglas, El Paso; J. E. Chance, Huntington; M. A. Rosoff, Philadelphia; L. A. DesPland, D. L. Alford, and D. L. Traynham, Raleigh; W. C. Staples, Roanoke; O. P. Schnabel, San Antonio.

#### Conservation Cup Contest

Annually the Jefferson Standard conducts a conservation contest for its branch offices. This year the cup was won by the Birmingham agency, making Albert Lee Smith's conservation honors doubly important since he is the head of this agency. Carl H. Green is the cashier, and as a result of his success the Jefferson Standard has awarded him a free trip to the World's Fair, when it will hold its annual convention in June, in New York City.

The Raleigh, N. C. agency finished in second place in the conservation contest, and the Greensboro, N. C. agency third.

The Tampa, Fla. agency made the highest record of improvement in renewals over 1937.

In 1938 the company conducted a special conservation contest for agencies paying for new business in amounts between \$500,000 and \$1,000,000. The San Juan, Puerto Rico, agency led, Victor Braeger is general agent in San Juan. The Atlanta agency finished in second place and the Philadelphia agency in third.

It is pointed out by officials that the Jefferson Standard's long term quality business program is beginning to show up in its conservation record. Both first renewal business and the old business continued on the books at a very high ratio in 1938. It is felt that this is a result of much educational work among the agents, and improvement in selection of agents. It is anticipated that a further reduction of lapses will be made in 1939.

### Travelers Income Trifle Less Than That of 1937 Peak

The income of the Travelers companies during 1938 was fractionally less than the all time high that was reached in 1937. The 1938 figure was \$236,776,000 as compared with \$237,137,000 the previous year.

The life insurance premium income was \$112,102,000 and the accident and health \$15,811,000.

New life business paid for during 1938 amounted to \$519,125,000 as compared with \$773,500,000. A large part of the decline is accounted for in the group department. The 1938 group writings were \$296,800,000 as compared with \$425,800,000.

### Farmers & Bankers in Its New Home

WICHITA, KAN.—H. K. Lindsley, president of the Farmers & Bankers Life of Wichita, has mailed invitations to attend the formal opening of its new home office building during the evenings of Jan. 18-21. The Farmers and Bank-



H. K. LINDSLEY

ers Building has five stories. It is strictly fireproof. It is well arranged and equipped for a modern home office. Spacious and delightful rooms of President Lindsley, vice president and Treasurer J. H. Stewart, Jr., and Secretary F. B. Jacobshagen take up much of the first floor on which also is located the dignified and handsomely furnished directors' room. Offices occupy the upper floors, including those of Clayton Mammell, home office general agent, and the company attorneys with the top floor reserved for Radio Station KFBI now located at Abilene, which removal awaits decision of the federal radio commission. A large assembly room for agency meetings also takes part of this floor.

### Pan-American Life Gains in Assets, Surplus in Year

Pan-American Life, in its new annual statement, reports assets \$36,631,503 as compared with \$34,108,930 a year ago. President Crawford H. Ellis states that there is not a single default of either principal or interest in the bond account. The market value of the bonds, he states, is \$545,000 in excess of the \$14,300,000 at which they are carried.

Real estate represents but 4 percent of the assets and Mr. Ellis states that sales have been active during the year.

Policy reserves amount to \$33,161,976, depreciation reserve \$868,002, capital \$1,000,000 and net surplus \$1,006,283, as compared with \$942,240 a year ago.

#### Report on the Alliance Life

The convention report of the Alliance Life of Peoria, Ill., has been released as of Dec. 31, 1937. The assets are \$18,042,311, capital \$600,000, net surplus \$479,515. The states joining in the examination were Illinois, Kansas and Kentucky. The examiners say that the cash position is ample for current operating requirements and surplus funds are invested in liquid securities. Its earnings from all invested assets with the exception of real estate have been favorable. Claims are settled promptly and in strict accordance with the policy contracts. It had in force in ordinary insurance a year ago \$30,261,120. The "Peoria Life Fund" is treated as a sepa-

rate account. Its assets are \$15,030,788 and the surplus in the life department is \$249,790. It has insurance in force, \$77,686,823. The Alliance Life wrote in accident premiums in 1937, \$75,063 and its claims were \$17,594.

#### Takes Over Continental Travelers

Louis D. Banks has resigned as an examiner in the Oklahoma insurance department to take over the operation of the Continental Travelers Life of Altus, Okla.

#### Buy the Cosmopolitan

D. R. Simpson and his son, D. W. Simpson, of Clayton, Mo., have bought the Cosmopolitan Life, chartered as a mutual aid organization to operate in 10 counties of the lower Rio Grande Valley, with headquarters at Weslaco, Tex. The head office has been moved to Brownsville and the company will

be chartered on a legal reserve basis with assets of \$250,000. D. R. Simpson is president of the John Ramming Machine Company, the John Ramming Real Estate Company, and vice-president of the Valentine Warehousing Company, all of St. Louis.

#### Gulf Opens New Building

The Gulf Life of Jacksonville, Fla., has opened its new home office building. An oil painting of President T. T. Phillips, who founded the company in 1911, was presented to the company by 700 employees. Mr. Phillips is now president and Sumter L. Lowry, Jr., who joined the Gulf in 1928, is chairman of the board.

#### Midland Life Increase

The Midland Life ended 1938 with assets increasing approximately \$500,000 and insurance in force about \$300,000.

## AMONG COMPANY MEN

### Occidental, Los Angeles, in Several Field Changes

LOS ANGELES—The Occidental Life of California has made changes in the midwestern supervisory forces, following resignation of Manager J. Roy Kruse of the midwest division office at Chicago and transfer of Manager Gilstrap from Dubuque to the home office.

Joseph T. Du Moe, field assistant in the Chicago office, was promoted to succeed Mr. Kruse as manager and will have charge, under jurisdiction of Vice-president L. J. Dougherty, of Ohio, Illinois, Indiana and Michigan. For the present his former position will not be filled.

Conn W. Moose, former insurance commissioner of Nebraska, who last year was appointed Nebraska state



CONN W. MOOSE

agent, has been made manager of the new central division, which includes seven states, but will maintain headquarters in Omaha. He will continue as state agent for Nebraska under jurisdiction of Mr. Dougherty.

Mr. Du Moe has been in line to take over direction of the central division, but due to Mr. Kruse's change was held in the Chicago office to direct it temporarily until details were worked out. He is an experienced life insurance man. He was head coach of Fordham University in 1920-21, then became an agent in New York. He was connected with the Missouri State Life 1922-29, variously as agency assistant, branch manager, home office man handling Texas, Arkansas and Oklahoma, then in the group department. He was manager of the Inter-Southern Life group department for a time then was assistant to the agency vice-president of the Abra-

ham Lincoln Life. He joined Occidental about two years ago.

### R. E. Lounsbury with Union Mutual, Baldwin to Portland

Roy E. Lounsbury has been named supervisor of agencies in metropolitan New York, Connecticut, New Jersey, Pennsylvania, Virginia, West Virginia and Ohio by Union Mutual Life of Portland, Me.

Mr. Lounsbury for the last two years has been assistant superintendent of agents in the eastern department for Continental Assurance and prior to that unit manager at the John street branch of Travelers in New York.

Union Mutual Life has called Lyman C. Baldwin into the home office agency department as an agency supervisor. He has been connected with Union Mutual for about two years as manager of the Rochester, N. Y., agency.

Harold W. Davin has been named to succeed Mr. Baldwin as manager at Rochester. Mr. Davin has been the leading producer of the Rochester agency and one of the leading producers of the entire agency force.

#### Stannard Division Manager

W. B. Stannard, agency assistant of Occidental Life of California home office, has been appointed northwestern division manager with jurisdiction over northern California, Oregon, Washington, Idaho, and Nevada, effective Feb. 1. He has been agency assistant since 1937. He is a native of Nebraska. Following graduation from college he had some banking experience before entering life insurance business in 1919. For eight years he was an agent, then for ten years had managerial experience with the New York Life, Aetna Life and Prudential, before going with Occidental.

#### Dr. Bicknell Is Appointed

Dr. F. P. Bicknell is appointed assistant medical director by the State Mutual Life, Fitchburg. He was graduated from University of Rochester school of medicine in 1936 after completing his course at Harvard in 1932, and served internship in Memorial hospital, Worcester.

#### New Jersey Bar Meeting

The insurance section will meet on the first day of the New Jersey State Bar Association's annual mid-winter meeting on Jan. 13-14, in Newark, N. J. Speakers will include Samuel J. Foosner and Seymour Bodner of Newark. Problems of life and casualty insurance will be covered. Joseph C. Paul and Samuel M. Hollander, both of Newark, are section chairman and secretary, respectively.



## LIFE AGENCY CHANGES

### Jefferson Standard Managerial Changes

N. L. Olsen, formerly supervisor of Edward Brown & Sons, Jefferson Standard representatives in San Francisco, has been promoted to manager of the Los Angeles office.

A. J. Douglass, formerly district manager at Fort Smith, Ark., has been made manager of a new branch in Fort Smith.

Sam J. Watkins, of the Little Rock agency, has been promoted to manager there.

O. C. Jordan, formerly assistant manager of the Nashville, Tenn. agency, has been made manager there.

W. L. Davis, formerly manager at Nashville, has been transferred to Chattanooga as manager of a new office there.

J. Lee Denson, formerly district manager at Jackson, Miss., has been promoted to manager of a new branch at Meridian, Miss.

### Donald Weeks Manager

Donald L. Weeks has been appointed manager of the Equitable Society for the Richmond-Norfolk, Va., agency and will make his headquarters in Richmond. He succeeds General Agent R. R. Richardson, who served 28 years as general agent at Norfolk, and for the last two years has been in charge of the combined agencies. He desired to be relieved of managerial work. The new manager was installed by Second Vice-president Dalager. Mr. Weeks became associated with the Equitable in 1922 as an agent in the Florida agency. He was appointed district agent at Orlando, Fla., in July, 1930. Since he entered the business he has been a large personal producer, some years paying for \$500,000 or more.

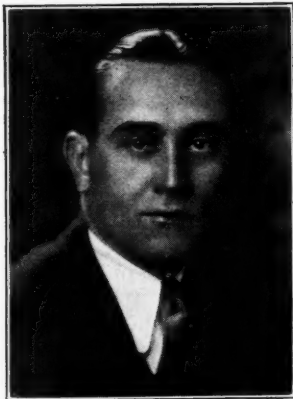
### McMillan Made District Agent

R. J. McMillan, for the past 18 years a representative of the Union Central Life in Indianapolis, has been appointed district agent for the United Casualty of Westfield with headquarters in the same city.

### Garrett Opens Life Department

The Garrett Agency in Kalamazoo, Mich., is adding a life insurance department to its service, it being in charge of Ralph J. Richardson, the office representing the Penn Mutual Life.

### Heads One of Top Rank Agencies of Chicago



ROBERT R. RENO

The Robert R. Reno agency of Equitable Society in Chicago is now an organization of just about 100 producers. It becomes one of the top rank agencies in the city. The D. C. Kemp agency has just been merged with that of Mr. Reno, in view of the fact that Mr. Kemp is going to San Francisco to become assistant manager of the Kellogg Van Winkle agency of Equitable Society there. The Reno organization consists of five assistant managers, two group supervisors, two programming and tax supervisors and an educational supervisor. The assistant managers are Louis R. Agatstein, Roland L. Hinkle, Frank L. Howell, Mrs. Garland Kahle and William Laird.

Mr. Reno, except for serving in the war, has been a life insurance man since he graduated from high school in 1916. His first experience was with Franklin Life. In 1920 he went with Equitable Society as a personal producer. In 1927 he was made unit manager in the Kellogg agency which later became the Walter L. Gottschall agency. Just recently Mr. Gottschall was made director of agencies in the Chicago administrative office with Vice-president V. S. Welch and Mr. Reno was placed in charge of the agency. He received his C.L.U. designation in 1935.

Nine members of the Reno agency, including Mr. Reno himself, have the C.L.U. designation. There were three

C.L.U.s in the Kemp agency. Two other members of the Reno agency have passed all of the examinations for the C.L.U. designation and will be awarded the honor as soon as they have completed their experience qualifications.

There are 19 representatives of Equitable Society in Chicago that have the C.L.U. designation. One of them is J. H. Chaillie, agency assistant in the western administrative office of Vice-president Welch.

### Stephens to Manage New Reliance Agency

Reliance Life has opened a new agency in Washington, D. C., and has made several changes in branch office staffs. The new agency is part of the seaboard department. D. M. Stephens is manager. He produced more than \$1,000,000 of paid life in 1938. The branch will begin operations Feb. 1.

Mr. Stephens has been with Reliance for two years.

G. B. Slappey has been appointed manager of the Tennessee department with headquarters in Nashville. He was field manager in Tampa, Fla. Mr. Slappey came to Reliance in 1926 as assistant cashier of the Florida department in Jacksonville.

Albert F. Eastwood takes Mr. Slappey's place as field manager of the Florida department. He joined Reliance in 1935, becoming a district manager in 1936.

C. L. Cox is appointed field supervisor of the southern California department with headquarters in Los Angeles. Mr. Cox has been in the insurance business since 1931. He joined the company in 1937 in Pasadena and became a district manager last year.

### Mutual Trust Life Is Making Changes in Field

Mutual Trust Life has made several promotions and appointments. Elmer G. McCuskey, field supervisor in Minnesota and North Dakota for two years, has been placed in charge of the southwestern Minnesota agency as general agent, with headquarters at Redwood Falls. Minnesota and North Dakota have been added to the territory supervised by William G. Young, brother of Vash Young. Field Supervisor Young's territory also includes Wisconsin and northern Michigan.

William W. Gillespie, manager home office agency, is being transferred to Washington as field supervisor of that state, with headquarters in Seattle, effective Feb. 1st. Edward F. Porter,

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## LIFE REINSURANCE—

## STANDARD AND SUBSTANDARD

## North American Reassurance Company

Lawrence M. Cathles, Pres.

99 John Street, New York

member of the home office agency, has been appointed manager to succeed Mr. Gillespie.

V. H. Benson of Mankato, Minn., has been appointed general agent with headquarters in the Saulpaugh building. His territory covers four counties in the south central part of the state.

Mr. Porter has been an agent under Mr. Gillespie for more than a year and has been in the business seven years. Mr. Young has been field supervisor for two years, previously being an agent in Peoria, Ill., and having been agency supervisor in Ft. Dodge, Ia. Mr. Gillespie went with Mutual Trust some time ago after several years as office manager of the Henderson general agency, Pacific Mutual Life, in Chicago. Mr. McCuskey formerly was district agent in southern Minnesota. Mr. Benson has been a general insurance agent in Mankato for about 20 years, and has just opened a life department.

#### Griffith Named at Galveston

Byron Griffith has been named general agent by the American National at

Galveston. He succeeds Will Ford, who some time ago at his own request, was assigned a large part of Oklahoma so he could be nearer his ranching properties.

#### Names Pastoor and De Graaf

GRAND DRAPIDS—The Pastoor & DeGraaf, general agency has been appointed district agent of the National Life of Vermont by G. M. Robinson, general agent, Detroit. Local agents will be appointed by Pastoor & DeGraaf throughout western Michigan. The members are William Pastoor and Benjamin DeGraaf. Offices have been moved to the Michigan Trust building.

#### Stevens, Chrow Group Supervisors

J. W. Stevens, formerly assistant group district supervisor of the Travelers Insurance Exchange branch, Chicago, has been made supervisor.

C. A. Chrow has been made group supervisor in the territory covered by the Baltimore and Washington branch offices with headquarters in Baltimore.

He was formerly assistant manager of the life department in Baltimore.

#### Lloyd in Charge of Branch

Ray E. Lloyd is now in charge of the Tyler, Tex., branch of the United Fidelity Life. The branch serves east Texas territory. Mr. Lloyd for years has been in an executive capacity at the home office.

#### Betts Has All of Alabama

George A. Betts, new general agent for National Life of Vermont in Birmingham, has been given jurisdiction over the entire state of Alabama. Handsome new offices have been opened in the Empire building, Birmingham. Mr. Betts succeeds William Clayton, who remains with the agency as a personal producer.

Mr. Betts has been in the business since 1928. He was with Equitable Society eight years. In 1937 he joined National Life as associate manager of Binghamton, N. Y., agency, operating out of Syracuse, N. Y.

#### Averett Is General Agent

W. W. Averett was appointed general agent Pacific Mutual Life with headquarters in Lynchburg, Va. He has been district manager of the W. W. Garland general agency and active in the field for Pacific Mutual since 1919. His new territory comprises western counties in Virginia and a portion of northeastern Tennessee.

#### J. W. Daniels with Union Mutual

James W. Daniels, for the past three years assistant manager of the life department of Field & Cowles in Boston, has now become manager of the life department of Wood-Keys & Co., Boston general agents for Union Mutual Life of Portland, Me. Mr. Daniels is secretary and member of the executive committee of the Boston Chapter C.L.U.

Norman Adamson has been named unit manager of the John T. Shirley agency New England Mutual Life in Pittsburgh. He has been in the business there 16 years, most recently with General American Life.

### New Great Southern Life Manager for Oklahoma



TOM R. WILSON

Great Southern Life has appointed Tom R. Wilson Oklahoma manager with headquarters at Oklahoma City. He started with Great Southern as a personal producer in 1929. In 1936 he was advanced to supervisor for western Oklahoma and has built an agency which, in spite of the fact that the territory lacks any large urban centers, is producing approximately \$3,000,000 annually. Last summer Mr. Wilson was graduated from the Research Bureau's manager's school at Chicago.

E. P. Horne, who has been temporarily in charge in Oklahoma, has been recalled to Houston where he will again be associated with the home office agency department.

Mr. Wilson was introduced to the entire Oklahoma field force at a meeting in Oklahoma City, which was attended by E. P. Greenwood, president, Dr. Joe E. Daniel, medical director, and Ford D. Albritton, general sales director.

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## AS SEEN FROM CHICAGO

#### COLVIN FILLS DE WOLF VACANCY

B. M. Colvin has been appointed general agent in the metropolitan area of Chicago for Bankers Mutual Life of Freeport, Ill. He takes the place left vacant by the death recently of William DeWolf who had served in the position for about 30 years. Mr. Colvin has been Illinois agency supervisor for Bankers Mutual with headquarters in the Chicago office, 176 West Adams street. Hence he is thoroughly familiar with the work of the office.

The Chicago general agency of Bankers Mutual covers seven counties, comprising more or less the metropolitan area of Chicago. Mr. Colvin has been Illinois state supervisor for the past five years, and for the past 20 years he has been acting in the capacity of state manager for various companies. He was with United Securities Company of Kansas City prior to going with Bankers Mutual Life.

#### SWANSON ACTING EXCHANGE HEAD

R. C. Swanson, assistant manager of the Insurance Exchange building in Chicago for 15 years, associated with Manager E. W. Rinder, has been named acting manager. Mr. Rinder has been on leave of absence for some months due to a stroke.

#### GOVERNOR HORNER'S MESSAGE

The message of Gov. Horner of Illinois to the Illinois assembly stated that the department has examined and audited pension funds and annuity and benefit funds in Illinois. It has main-

tained constant surveillance over the 1,150 insurance companies operating in Illinois.

Keane has been reappointed chairman of the senate insurance committee.

#### ZISCHKE ADDRESSES SUPERVISORS

The Life Agency Supervisors of Chicago held the first meeting of 1939 at a luncheon. H. A. Zischke, manager Union Central, Chicago, discussed "Duties of a Supervisor."

#### HOBART & OATES RALLY

The Hobart & Oates general agency of the Northwestern Mutual Life in Chicago will hold its annual agency dinner next Monday evening when President M. J. Cleary will be the chief speaker. J. F. Oates of the firm will preside. The prizes will be awarded by R. H. Hobart.

#### ROYER AGENCY ANNUAL MEETING

The James M. Royer general agency of the Penn Mutual in Chicago held its annual educational conference and banquet. Mr. Royer gave a resume of 1938 business, reporting December was the largest month for written business in the history of the agency. He reported the agency ranks high on the six point merit plan for quality business. E. Paul Huttering, Penn Mutual agency secretary, talked on "Business Insurance," telling sales technique in selling small business insurance cases. Business probably will be in a more prosperous condition and receptive frame of mind in 1939, he said. It affords a new group



of prospects which has not recently been pressed for insurance because of instalment option changes, these ordinarily not being used in connection with business life insurance. Mr. and Mrs. Royer entertained in the evening, Mr. and Mrs. Huttering being guests of honor, and Mr. Huttering the speaker.

#### ZIMMERMAN MEN ADVANCED

E. S. Hewitt and W. H. Siegmund have been advanced to agency managers in the C. J. Zimmerman Agency of the Connecticut Mutual Life in Chicago. They were supervisors, Mr. Hewitt being in charge of the full-time agency organization, and Mr. Siegmund the brokerage department.

The Zimmerman agency had an increase in new business in 1938 of 145 percent. It has shown consecutive monthly gains for 18 months.

At a "kick-off" agency dinner prizes were awarded to the leading producers for last year. Winners were W. H. Bramhall, leading full-time agent; G. H. Samuelson, for consecutive weekly production; R. P. Edwards, leading second year agent; K. B. Hollowell, leading first year agent; B. G. Blair, leading broker; T. C. Smith, for convention qualification; and David Hodson, for greatest increase in 1938 over 1937.

An agency meeting was held preceding the dinner. Speakers in addition to Mr. Zimmerman, Mr. Hewitt and Mr. Siegmund were: D. H. Barnow, Mrs. Lorraine L. Blair, William Bramhall, L. G. Briede, A. B. Chalmers, R. P. Edwards, D. L. Hodson, K. B. Hollowell, Mrs. Irene A. Kenefick, C. L. Kluss, S. C. Lloyd and G. H. Samuelson.

#### LUSTGARTEN AGENCY'S BIG YEAR

The Samuel Lustgarten agency of the Equitable Society in Chicago closed 1938 with record paid business of \$2,100,000 in December, making the total for the year well over \$12,000,000. The agency was second countrywide in the Equitable for the month in volume of premiums and fourth in paid business volume. It took fifth place in paid business for the year. John Morrell, U. S. leading agent of the Equitable, was No. 1 in the agency, Louis Behr was second, Harry Steiner third and I. S. Stein fourth. Mr. Behr first qualified with a million in 1933, since when he has not failed to pay for at least that much every year. He has been in the business 10 years. Mr. Steiner has averaged \$1,100,000 paid business for each of the last 11 years, having become a millionaire in his first year in the business. Mr. Stein has been in the business six years.

#### WILL WRITE BROKERAGE

J. F. Ramsey, manager of the Home Life of New York in Chicago, is now arranging to open a brokerage department and make a bid for that class of business in Chicago. He has been building a full time organization so far and has not attempted to solicit brokerage business. He will have a manager of this department and with the facilities and service that the agency and company offer it is expected that a substantial volume of business can be produced.

Paul Hazard of the Ramsey agency wound up as the second man in the entire field for production last year. He hit the \$500,000 mark.

#### ESTATE PLAN INTRODUCED

Introduction of a coordinated estate sales plan to Chicago agents of New England Mutual was made recently by Eugene Hays, director of agencies, and Charles Collins, agency secretary, from the head office. This plan is based on a judicious use of options so that policyholders or prospective policyholders may get the most for their money. This plan is available for use only by full time agents.

Approximately 160 attended from the four Chicago agencies, which are

headed by H. G. Swanson, E. B. Thurman, Julius H. Meyer and Edgar C. Fowler.

A surprise visit was paid the meeting by George Willard Smith, president, who reviewed 1938 progress of the company. The sales meeting was given over chiefly to explanation of the new plan, discussion of a training course, and introduction of a plan book for agencies.

New England Mutual is conducting sales meetings with their representatives in all agencies throughout the country, using one or more home office men. Kansas City will be the next stop for Mr. Hays and Mr. Collins.

#### WHITMER'S SENTENCE SUSTAINED

A. L. Whitmer, who was president of the old Chicago National Life, has lost his last chance of appeal from the decision of the criminal court of Cook county, Ill., and he must serve a sentence of from one to 14 years for giving the Kasper American State Bank of Chicago a forged note as collateral for a loan. The United States supreme court has refused to review the case, holding that no federal question was involved.

## AGENCY NEWS

#### Ramsay Agency Celebrates Its \$6,000,000 Year

NEWARK—A number of awards were made at the annual meeting of the J. A. Ramsay agency of this city of Connecticut Mutual Life, for achievements made by members of the agency force. G. J. Gold again was leading agent in volume. Albert Ullman led in lives with 107, R. C. Bouchard, in first years commissions, G. B. Hope, was leading second year man, J. P. Kirkwood, leading first year agent, Malcolm MacCallum leading supervisor, and Walter Hargert, leading broker.

P. M. Fraser, executive vice-president, and E. C. Andersen, educational director, both from the home office, spoke briefly. Mr. Ramsay reported the agency paid for more than \$6,000,000 in 1938, including annuities, and is one of the company's leaders. Plans are under way to enlarge the agency force this year.

#### Paret Agency Convention

CAMDEN, N. J.—The annual agency meeting of the L. F. Paret agency of

the Provident Mutual Life here and in Philadelphia will be held Jan. 27 in Philadelphia. Officers of the agents' association will be elected.

#### Connolly Agent "Millionaire"

ST. LOUIS—Harry E. Wuertenbacher of the E. P. Connolly agency of Penn Mutual here qualified for his fifth consecutive year as a million dollar producer by paying for in excess of a million dollars of life insurance during 1938.

During December this agency set an all-time high for paid business in any one month. During the year the agency

had a substantial increase in both lives and volume over 1937.

#### Cross Philadelphia Agency of Prudential Redecorate

The Homer C. Cross ordinary agency of Prudential is now operating in offices that have been completely rearranged and redecorated in the Lincoln Liberty building, Philadelphia. The housewarming was attended by about 300, including George H. Chace, vice-president of Prudential, and Arthur L. Stephens, supervisor of Philadelphia and southern region. Mr. Chace and Mr.

## PERFECT PROTECTION

opens doors and closes sales

The Perfect Protection Policy, originated by Reliance Life, assures financial aid in sickness, accident and old age, as well as at death.

By combining life with disability protection, it arouses quick interest in the prospect, overcomes stock objections and inspires immediate action. The prospect sees at once that he doesn't have to die to win.

Reliance Life meets every buyer's preference by issuing Participating, Non-Participating, Juvenile, Retirement Income, Annuities, Sub-Standard, Accident, Health, Mortgage Redemption, and Insurance for Women.

These contracts are available to you as surplus lines.

## RELIANCE LIFE INSURANCE COMPANY OF PITTSBURGH

More than \$465,000,000 of Life Insurance in force

FIRST POLICY ISSUED 1871

# SUN LIFE

ASSURANCE COMPANY OF CANADA

HEAD OFFICE

MONTREAL

SIXTY EIGHT YEARS OF PUBLIC SERVICE

Stephens were the principal speakers the previous evening at the annual dinner of the Cross agency. The trophy cup for the agency was presented to Edward L. Webb, the largest producer.

S. S. Street, formerly supervisor in charge of new men, has been appointed assistant manager to work with brokers. Gabriel Lavine, formerly special agent, becomes assistant manager in charge of training and production of new men.

The Cross agency paid for 5 percent more business in 1938 than in 1937.

## INDUSTRIAL

### Santa Fe National Industrial Rally

ALBUQUERQUE, N. M.—Following the completing of the first full calendar year of activity in the new department, industrial agents and supervisors of the Santa Fe National Life met in convention at the home office here. Officers and ordinary agents increased the attendance at the convention to more than 50.

President J. S. Sherritt reported that the weekly debit is approaching the \$2,000 mark, with debit conditions materially better than those which prevailed at the beginning of the year.

The industrial leaders, Joe DeSalle, Raton, N. M., No. 1; R. W. Moran, Chickasha, Oklahoma, No. 2; Henri Montoya, Santa Fe, New Mexico, No. 3, and F. G. Moore, Hobbs, N. M., No. 4, were featured at the convention and honored by the company and their associates.

Although figures for the 1938 annual statement were not available, President Sherritt reported that insurance in force, which was \$4,334,609 at the beginning of the year, was increased to \$7,000,000 during the year. A satisfactory increase in surplus was reported.

### Industrial Insurers Annual Meeting to Be May 18-20

The Industrial Insurers Conference will hold its annual meeting at Edgewater Gulf Hotel, Edgewater Park, Miss., between Biloxi and Gulfport, May 18-20. This will be the 30th anniversary conference. It will be preceded by a past presidents' dinner, a new feature, evening of May 17. The dinner will be followed by the annual meeting of the executive committee.

The program will be of constructive character. It is expected registration will establish a new record.

Topics for discussion will be arranged so as to be of value and benefit to members. Interesting discussions also will be held by the legal section. Roundtable conferences will be important features of the meetings.

Social features will include the annual two-day golf tournament under direction of A. J. McAndless, chairman and George Spring of the golf committee, and the annual banquet with President F. P. Samford as toastmaster. A special entertainment program for visiting ladies is being prepared.

### D. A. Mason 30-Year Man

D. A. Mason, Bronxville, N. Y., has completed 30 years in the service of Prudential. He is superintendent of office No. 11 at 1410 Boscobel Avenue, N. Y.

A. R. Chavonelle, manager of the Metropolitan Life district office at Waterville, Me., died last week.

### Speaks on Big Decisions

MINNEAPOLIS, MINN.—"Big Decisions" was discussed by W. R. Jenkins, sales research department, Northwestern National Life, at the meeting of the Insurance Club of Minneapolis.

## LIFE SALES MEETINGS

### Southland Life Agency Convention Enthusiastic Affair

The annual agency convention of Southland Life was held in Dallas Monday and Tuesday of this week with an attendance of about 200. B. A. Donnelly, executive vice-president, served as general chairman of the convention.

President A. Morgan Duke stated that



A. MORGAN DUKE

exceptional loyalty has been given by the field forces of both Southland Life and Gulf States Life since the merger of the two under the title of Southland Life. Mr. Duke said that the merger had produced important savings. The investment portfolio has been improved with the replacement of certain securities with those of a more desirable type. He said that rumors have been spread that the management of Southland Life intends to sell out. Mr. Duke emphatically stated that there is no foundation for such rumors; that Southland Life is not for sale and will not be for sale. The management intends to build the company, he declared.

Commissioner Daniel of Texas, in his address, stated that the merger of Gulf States and Southland was accomplished with a minimum of friction.

### Various Social Events

The social features of the convention consisted of luncheons, breakfasts, fellowship hour and dinner dance.

The leaders in paid for business during the past year were: W. T. Gwaltney, Fort Worth; A. C. Bayless, Houston; G. C. Bullington, Wichita Falls; Isadore Segall, Dallas; Charles Seay, Dallas.

Twenty year service rings were presented to Mr. Bayless and Mr. Gwaltney. Fifteen year rings were presented to four others and 10 year rings to six.

Most of the talks were given by agents and managers.

Mr. Donnelly announced that the next convention will be held in August, 1940 in Colorado at a place to be announced later.

### Union Life Convention

LITTLE ROCK, ARK.—Approximately 125 representatives of the Union Life of Little Rock attended a sales conference at the home offices. Elmo Walker, secretary and general manager, disclosed that 1938 was the best year in its history. Insurance in force was increased \$2,977,256 to bring the total to more than \$13,000,000.

At the luncheon talks were made by M. J. Harrison, insurance commissioner; Guy E. Williams deputy commissioner, and Hamilton Moses, Little Rock attorney.

### Hold Sales Roundup for Illinois Farm Group in Peoria

Country Life's 10th anniversary and its outstanding sales record, will be celebrated at a sales roundup of the three insurance companies of the Illinois Agricultural Association, which will be held Friday and Saturday in Peoria.

Country Life closed 1938 with \$125,110,000 of life insurance in force, the best record it has ever made. At the end of 1937 there was \$115,300,000 in force.

Assets exceed \$8,500,000. Paid for business amounted to \$17,180,000, a net gain of \$9,800,000 over the past year. Mortality ratio was 30 percent less than usual, being 30.

It is expected that more than 500 agents will attend the roundup. These agents, while selling automobile insurance for Agricultural Mutual and fire for Farmers Mutual Reinsurance concentrate primarily on securing business for Country Life.

### Banquet Friday Night

The general agents club banquet will take place Friday night with the anniversary celebration being the main feature. At this time the four men who made their sales quotas for each of the 10 years that Country Life has been in operation will be honored. These men are L. R. Welk, Peoria; Palmer Robinson, Cambridge; G. O. Chenoweth, Pontiac, and Homer Hitchcock, Rockford. Forty-five men who have made their quotas for five consecutive years will also be honored.

Dave Micher, sales director of Country Life, who is in charge of the roundup, will be toastmaster. Earl C. Smith, president of the Illinois Agricultural Association, and Donald Kirkpatrick, legal counsel, will deliver the main addresses.

Paul Brown, Morris, 1939 president of general agents club, will be introduced by Duane Genre, Eureka, past president. Mr. Brown was the first man to make his life insurance quota last year. Hirlo Hicks, Kankakee, last year's president of the Clippers Club, will introduce his successor, Richard Lee, Metropolis.

The Saturday session will consist entirely of a discussion of life problems. The program will be: "Country Life, a True Cooperative," Dave Micher; "Looking Ten Years Ahead," Howard Reeder, actuary and home office manager; "Cooperation and Underwriting," Dr. John E. Boland, medical director; "A Plan That Will Work This Year," Bernie Mosier, field man; "Organized for Service," Homer Fisher, assistant to sales manager; "Investments," A. R. Wright, assistant treasurer; "Purposes and Uses of Life Insurance," Paul Speicher, Research & Review, Indianapolis; "Depression Statistics," John Weaver, office manager; "How to Balance an Acquisition Program," Merritt Ackland, field man. The 10 year quota makers will also give five minute talks.

### E. A. Woods Agents Pledge 100 New Cases Each

PITTSBURGH—A promising outlook for 1939 was seen by speakers at a conference of the agents association of the Edward A. Woods Company, general agents Equitable Society here. A. G. Borden, vice-president at the home office, discussed programming and expressed optimism. V. L. Bushnell, vice-president, emphasized financial stability of the company. He pointed out the superiority of life insurance over other means of creating an estate.

F. M. Totten, vice-president Chase National Bank, New York, said in a luncheon meeting he had confidence in the American people, modern youth and the country. Twenty-one agents ac-

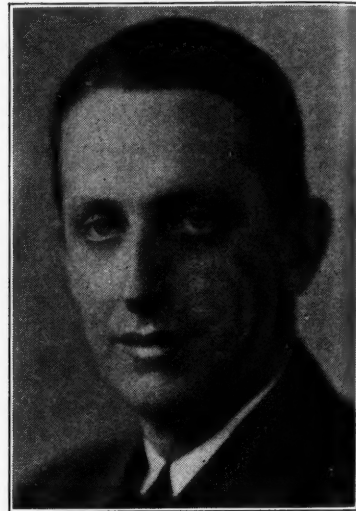
cepted the invitation of W. M. Duff, president and manager Woods Company, volunteering to sell 100 new cases each in the year.

New officers of the agents' association elected are: E. W. Travis, president; R. G. Lafean, vice-president; B. I. Herman, treasurer; Mae Belle Fuller, secretary.

D. B. Maduro, counsel Life Underwriters Association of New York City, spoke.

### Schnell Agency Has Rally; Record Year

Life insurance is an expression of democracy, involving thrift, industry, self-respect and independence, E. Paul Hutter, agency secretary Penn Mutual, stated in an address at the annual agency convention in Chicago of the F. A. Schnell general agency Penn Mutual, Peoria, Ill. Democracy is a politi-



F. A. SCHNELL

cal instrument devised by the middle classes for their protection, he said. Life insurance is one of the most powerful means for preservation of democracy.

### Gives Good Sales Idea

C. B. Stumes of Stumes & Loeb, Chicago general agents Penn Mutual, president Chicago Association of Life Underwriters, expressed confidence the life insurance business revival will continue for at least 12 months. He urged the agents to plan their work. There was never a time in the worst depression when people did not buy life insurance, he said. The people who lost their life insurance in the depression are coming back into the market. Small business concerns are buying business insurance in modest units of \$5,000 and \$10,000.

He pointed out that the thoughtful man has a budget with specific amounts set aside for life insurance and savings. With the retirement contracts now sold by life companies, he said, it seems a simple matter to combine these two elements and induce the prospect to use both funds to buy savings as well as life insurance from the life companies.

Mr. Schnell said the average prospect met in January and succeeding months will not remember about the Jan. 1 policy changes, which need not be a sales barrier unless the agent brings it up. There is every indication 1939 will be a better year in life insurance than was 1938, he said. There are three requirements for agents, however, the ability to manage themselves, hard work and knowledge of the business.

The Schnell agency paid for \$3,600,000 life insurance last year and \$650,000 converted value of annuities. It paid for \$523,353 in December. It ranked 10 countrywide in the Penn Mutual last year. Average production per man was \$125,000. There are 29 agents, of whom 25 are full time, and of these 21 are college graduates averaging age 31. The agency's territory includes 92 counties. Leading district in premium volume



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and lives in December was Peoria. A. F. Priebe, Champaign, has made the Five Star Club for 34 consecutive months and the Leaders Club 23 consecutive months. The honor agent was G. C. Caldwell of Peoria with 13 lives for \$64,182 of business in December on written basis and \$44,579 paid. W. S. Porter, Champaign, assistant general agent, was December leader in written business with 33½ lives for \$194,758, 32 applications being submitted by Dec. 23. J. W. Lantz, Jr., Shelbyville, Illinois University graduate of last year, who has been with the agency only in November and December, hung up an outstanding record with \$23,000 paid business in December and \$39,000 written volume in 13 cases. He paid for about \$10,000 in November. Mr. Porter had largest paid volume in December with \$72,090; Mr. Priebe second with \$64,464, and Mr. Caldwell third.

Mr. Huttlinger accompanied her husband and was introduced.

The Schnell agency is two years old, having been territory formerly attached to the Chicago agency now operated by J. M. Royer, general agent, but formerly under A. E. Patterson, agency vice-president. Mr. Schnell for some time was district manager in Peoria. He is the youngest Penn Mutual general agent. Mr. Patterson was scheduled to address the agency convention but business interfered.

### Baltimore General Agency Has Double Celebration

BALTIMORE — Northwestern Mutual Life held a double celebration here, observing opening of its new offices in the Gillet building and commemorating the 70th anniversary in this territory. R. L. Law, general agent, and his associates were hosts. Special guests included Edmund Fitzpatrick, vice-president; Dr. D. E. W. Wenstrand, medical director; Grant L. Hill, director of agencies, and U. H. Poindexter, assistant director of agencies.

Mr. Law took the first insurance course at Carnegie Tech and entered the insurance business at Wheeling, W. Va. His first year's sales aggregated more than \$1,000,000. Since then he has written not less than a million every year. In his second year he was transferred to Oklahoma, becoming head of the agency there in 1923. Several years ago he changed to Baltimore.

H. D. Harlan, who served 25 years as a trustee, was singled out for special honors at the reception. The new quarters have been completely renovated and furnished in attractive, comfortable style, with every facility for conduct of business.

### Golly Agency's Convention Draws 100 Attendance

PEORIA, ILL. — The annual state-wide agency reunion of the Golly agency Equitable Society here drew more than 100 agents from 92 counties. Sessions were held for two days.

C. R. Golly, agency manager here, aided by C. G. Thorson, Peoria, cashier, and others, directed the event. Members of the "Veterans' Legion," agents with the company five years or longer, held a meeting, and a luncheon for Veterans and \$100,000 Club members opened the program.

Mr. and Mrs. Golly were hosts at a dinner party for 150 agents and their wives. A. C. Palmer, Indianapolis, Ind., Research & Review, was principal speaker at the dinner and in sales sessions.

Business was successful in 1938 volume, Mr. Golly reported, being but 1 percent less than in 1937.

### Honor Des Moines Agency

DES MOINES — The Equitable Life of Iowa held a victory dinner here in recognition of its Des Moines agency, which led all agencies in paid production in 1938. Grady Fort is in charge of the Des Moines agency. S. A. Swisher, Jr.,

agency vice-president presided at the dinner.

### Fisher Agency Has Meeting

DES MOINES — Thirty-five members of the Iowa agency of Connecticut Mutual Life attended a state agency meeting and banquet here. Claud Fisher, general agent, was in charge. Gus Silzer, district agent Sioux City; Marion Thomas, district agent Red Oak, and Mr. Fisher spoke. Bernard Nowack, Des Moines, received a 25-year service bar.

### Pittsburgh Agency Honored

The Pittsburgh agency of Ohio State Life, which won first honors in the campaign honoring President Claris Adams, was presented the president's silver trophy at a meeting in Pittsburgh. President Adams, Dr. C. E. Schilling, vice-president and medical director, and F. L. Barnes, agency vice-president attended. A. E. D'Emilio, Pittsburgh, manager, ranked second in personal production in the campaign, Alfred Guay, general agent Los Angeles, being first.

### Home Life's Gatherings

The Home Life of New York will have a series of three regional managerial and general agency meetings at the head office, altogether covering about two weeks. The annual agency convention at which only soliciting agents are present will be held at Swampscott, Mass., in June. One of the regional conventions will cover the New York metropolitan area and adjacent territory.

### Great Southern Meet

Among home officers of the Great Southern Life who attended the annual sales meeting of the Oklahoma agency at Oklahoma City were E. P. Greenwood, president; Dr. Joe E. Daniel, medical director, and F. B. Albritton, general sales director. At the banquet President Greenwood announced installation of T. R. Wilson as state agent to succeed E. P. Horne, who has become assistant to the general sales director at the home office.

### Must Apply Pending Benefits to Premium

If proof of loss is filed with a company, it is obliged to apply pending benefits to the premium while the claim is being settled.

This was the substance of a paper on "Application of Disability Benefits to Prevent Forfeiture," presented by Jerome F. Kutak, Sterling, before the Chicago Life Insurance Lawyer's Club.

Mr. Kutak's discussion was based chiefly on the recent appellate court case of Porter Leach vs. Federal Life. In this case the plaintiff filed a bill of equity to require the defendant to maintain in force his disability insurance policy, which the defendant claimed had lapsed for nonpayment of annual premium, and to order the defendant to apply a sufficient portion of the disability benefits due plaintiff from defendant prior to the purported lapse in payment of the premium which fell due while the plaintiff's claim for disability benefits was pending.

In the absence of a decision from a higher court in Illinois, reversing or modifying the current opinion, Mr. Kutak said that companies in Illinois are obliged to apply pending benefits to premiums in order to prevent a forfeiture.

### Postpone Breach of Contract Suits

MINNEAPOLIS — Hearing on two suits against the Pacific Mutual Life, brought by Leslie Williams and R. D. Dillon, former general agents, in which they allege breach of contract, set for Jan. 9, has been indefinitely postponed in the federal court.

## NEWS ABOUT LIFE POLICIES

By JOHN H. RADER

New Policies, Premium Rates, Dividends, Surrender Values, and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual-Digest" and "Little Gem," Published Annually in May and March respectively. PRICE, \$5.00 and \$2.50 respectively.

### Connecticut Mutual Has a New Policy

A new contract for 1939 has been announced by the Connecticut Mutual and is called the "Sixty-Five-Special." It is an all-purpose contract, nicely balanced between protection and investment.

The name "Sixty-Five-Special" was selected from 663 suggestions which field men advanced in a name contest sponsored by P. M. Fraser, vice-president. Three men submitted the name chosen and were H. E. Haemer, New York; J. G. Flint, St. Louis; and H. C. White, general agent, Detroit.

#### Scope of the Contract

The contract provides that premiums shall cease at age 65, at which time the insured has the choice of five special options. At 65, he may continue his life insurance protection as fully paid up life insurance for the face amount of the policy, or he may receive a cash settlement, or a life income on the without return basis, or a life income on the 100 months certain basis, or a joint and survivor income. This latter option provides that two-thirds of the income shall be continued to the survivor after the 100 months certain period is completed. The Connecticut Mutual points out that it is a natural supplement to social security.

Regardless of the age at issue, a \$10,000 "Sixty-Five-Special" with family income attached will provide:

(1) \$51.50 a month to the insured at age 65 on the life income (100 months certain) plan.

(2) \$100 a month to the family during the "critical period."

(3) After the critical period, a cash settlement or a smaller life income to a named dependent.

### Atlantic Life Introduces Several New Forms

Premium rates on the nonparticipating ordinary life plan have been reduced by Atlantic Life, and a minimum policy of \$2,500 on this plan has been established. This form will be known as the "selected risk ordinary life. For persons not in position to buy the selected risk, the life paid up at 80 plan is available.

The "Atlantic protector," a life expectation policy issued for a minimum of \$5,000, was inaugurated. This policy, combining ordinary life and term, reduces in face amount by one-half at the age of expectation and premiums also reduce substantially. An annual renewable term policy also was announced. This will be issued for a minimum of \$5,000, and only to selected risks. It supplements the other term plans written on 5, 10, 15 and 20 year basis.

### Security Mutual, N. Y., Makes Changes in Options

New settlement options of Security Mutual of New York are based on 2½ percent guaranteed interest for all except the deferred annuity portion under the life income option. Under this option, 2½ percent interest is guaranteed during 10, 15 or 20 years certain, but income after that period is based on 3 percent interest.

Retirement contracts have been changed from 3½ percent to 3 percent reserve basis and with the new 2½ percent basis for the income there is appreciable increase in premiums required for \$10 monthly income. There is now

available on retirement policies a joint and ⅓ survivorship annuity option in lieu of regular single income under such contracts.

The single premium retirement income contracts were withdrawn some time ago and their place is taken with regular single premium endowments for \$1,000 to mature at retirement ages, proceeds being payable under regular settlement options.

The new premium rates on retirement income contracts to provide \$10 monthly life income (\$9 for females), and on single premium endowment at ages 60 and 65 are:

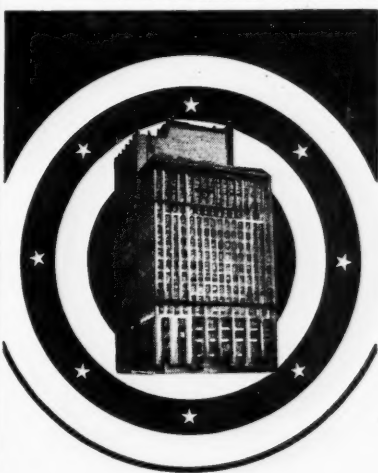
Age		Ret. Income			Single Prem.	
(120 months certain)		Endow.				
at 55	at 60	at 65	at 70	at 60	at 65	
10	\$29.07	\$23.95	\$20.43	\$18.12		
15	34.16	27.55	23.07	20.16	\$398.62	\$375.89
20	40.94	32.24	26.44	22.73	434.29	406.91
25	50.26	38.49	30.84	26.02	476.55	443.52
30	63.63	47.06	36.69	30.31	526.59	486.68
35	84.04	59.34	44.72	36.04	585.81	537.50
40	118.45	78.08	66.23	43.91	655.89	597.22
45	187.62	109.55	73.72	55.17	738.78	667.17
50	.....	172.50	102.94	72.19	837.08	748.86
55	.....	.....	160.58	100.15	.....	844.03
60	.....	.....	.....	154.04	.....	.....

### Will Continue Dividend Scale

The Boston Mutual Life dividends for this year will be on the same basis as last year except that the aggregate dividend payments on preferred risk policies will be increased by a change in the scale of dividends to be applied.

The Philadelphia Life announces that the 1939 dividend schedule will be on the same basis as that of last year. Interest on dividend accumulations will be 3.5 percent and on settlement options, 3.25 percent.

Wisconsin Life 1939 dividend sched-



General Agency  
OPPORTUNITIES  
for good personal  
producers

Central Life  
INSURANCE COMPANY  
of Illinois

ALFRED MacARTHUR, PRESIDENT  
211 WEST WACKER DRIVE, CHICAGO

ule will be the same as last year. The interest on accumulated dividends and installments is 3.5 percent.

The Imperial Life of Canada will maintain its dividend schedule on the same basis as last year. The interest rate allowed this year is 3.75 percent on instalment settlements whether withdrawable or non-withdrawable and on accumulated dividends. The annuity rates were increased Jan. 1.

#### Issues New Family Income Rider

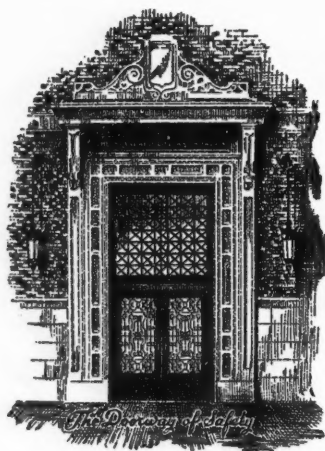
Central States Life of St. Louis has issued a new family income rider which can be added to any of its life or endowment policies on 10, 15, and 20 year plans. It provides that if the insured should die before expiration of the period stipulated his family will receive monthly checks for the remainder of the period. The benefit is \$10 a month per \$1,000 of original insurance.

#### Blackall Warns of Check Passers

Commissioner Blackall of Connecticut has issued a warning against operators who are passing checks of a non-existent company described as National Life & Surety of Hartford, drawn on the Hartford National Bank & Trust Company. These checks are usually in small amounts, they purport to be issued by the health and accident department of the company. Mr. Blackall said he has had reports of the activities of these operators from Illinois and Arkansas.

Wallace N. Watson, general agency Connecticut Mutual Life, Boston, reports 25 percent increase in paid business for 1938 over 1937, the best year in the history of the agency under Mr. Watson's direction. Every man showed an increase in paid business and earnings over the year before.

November was the largest paid business month ever experienced with earnings 60 percent greater than in November, 1937. Paid for business in December was 25 percent more than in December, 1937.



Stability — Safety  
Performance

ASSETS  
\$13,750,000.00  
CLAIMS PAID  
\$118,000,000.00

**The Standard Life  
Association**  
Lawrence, Kansas

GEO. R. ALLEN  
President

JOHN V. SEES  
Secretary

MARTIN MILLER  
Treasurer

## VIEWED FROM NEW YORK

By R. B. MITCHELL

#### LAUER AGENCY'S RECORD

The M. J. Lauer agency of the Continental American Life in New York City led all the agencies of the company during December, paying for \$725,000. This is the largest volume paid for by the Lauer agency for any month during its existence.

#### OTT AGENCY FIGURES

The A. V. Ott agency of the Equitable Society in New York City, paid for \$7,829,411 in life insurance and annuities, including a net group credit of \$999,000. This group credit represented a total group volume of \$6,700,000. The 1937 life and annuity total was \$8,118,515, which included a net group credit of \$262,574.

#### HAMPTON IS CHAIRMAN

Senator W. H. Hampton, Utica, has been named chairman of the insurance committee of the New York legislature.

R. Foster Piper is chairman of the assembly committee on insurance.

#### FAST REJOINING PATTERSON

Fred R. Fast will on Jan. 10 return to the supervisory staff of the Lloyd Patterson agency of Massachusetts Mutual in New York City. During the period of his absence from the Patterson agency, covering a little more than a year, he has been engaged in similar work with the Connecticut General's up-town New York City agency. Previous to that he was with the Patterson agency since his graduation from Colgate in 1930, when he joined the Keane-Patterson agencies.

Mr. Fast's managerial associates at the Patterson agency will be R. I. Curran, manager city production; Hal Crawford, C. L. U., agency supervisor; C. H. Biesel, city brokerage manager and H. R. Bonham, statistician and assistant to Mr. Patterson.

#### PINK IS REAPPOINTED

Governor Lehman of New York in assuming a new term of office announced he had reappointed L. H. Pink, superintendent of insurance. Mr. Pink is one of the outstanding commissioners whose work has been signally successful. He is chairman of the New York state board of housing, he being an authority on the subject.

#### SUCCESS OF "ANALOGRAPH"

The practical value of the "analograph," the device used by selected Mutual Benefit Life agents to permit prospects to graph their own insurance situations, was strikingly revealed at the DeLong (New York City) agent's annual meeting. Superintendent of Agencies H. G. Kenagy said that the 25 members of the agency using the analograph had shown an average increase for 1938 of 70 percent over the previous year, and that 18 of the 25 had shown a good gain in number of lives.

The agency's entire full time department registered a 40 percent gain over 1937, so it is obvious that the analographers made an excellent showing. While it is true that only agents with records of a certain minimum production are permitted to use the analograph, a percentage increase for a substantial producer of course represents a much larger dollar volume gain than the same percentage applied to a smaller producer.

Agent after agent of the full time force who had doubled or had nearly doubled his 1937 volume in 1938 was cited by Mr. DeLong in reading off the list of records for the year. The leading producer in volume was R. F. Mellor, while the head man in lives was C. E. Brewer, Jr.

E. E. Rhodes, vice-president and actuary spoke on the Mutual Benefit's new

contract, reiterating the company's principle of studiously regarding the position of the withdrawing policyholder even though it might mean a higher net cost than would be the case if stricter surrender provisions were put in the policies.

#### Panel Discussion

At the morning session, B. S. Salinger, supervisor, led a panel discussion of the features of the new contract. Richard Thompson talked on competition and Lowell Baker, assistant to the general agent, made the closing talk of the morning.

Speakers at the afternoon session in addition to Mr. Rhodes, Mr. Kenagy and Mr. DeLong, were J. R. Hardin, president; A. H. Kollenberg, Mutual Benefit general agent at Grand Rapids, Michigan; and A. V. Youngman, associate general agent New York City.

#### MANAGERS NOMINATE

Harry F. Gray, general agent Connecticut Mutual Life, has been nominated for the presidency of the New York City Life Managers Association, which will hold its annual meeting at the Hotel Pennsylvania Jan. 31 at noon. Gerald A. Eubank, manager Prudential, is the present president. Other nominees are G. V. Austin, general agent Aetna Life, Brooklyn, vice-president; and H. Arthur Schmidt, general agent New England Mutual Life, secretary-treasurer.

Committee chairmen have been nominated as follows: membership, C. E. Bartlett, Metropolitan Life; law and legislation, H. H. Wilson, Equitable Society; twisting, W. G. Fitting, Equitable Society; rebating, Isadore Freid, New England Mutual; misleading comparisons, S. S. Wolfson, Berkshire; proselytizing of agents, H. L. Taylor, Mutual of New York; planning, Osborne Bethea, Penn Mutual, E. C. Hoy, vice-chairman.

Mr. Gray, the nominee for president, has been with the Connecticut Mutual for 29 years. From 1910 to 1917 he was general agent for the state of West Virginia with headquarters at Huntington. From 1917 to 1922 he was at the home office as assistant superintendent of agencies and in 1922 he went to New York as general agent.

Mr. Austin's entire career has been with the Aetna. He is a graduate of New York law school and attended Columbia University. He is a former president of the Brooklyn Managers Association and a member of the executive committee of the New York City Life Underwriters Association until last year.

Mr. Schmidt has been in the life insurance business since 1915 and since 1926 a partner of E. W. Allen. For four years prior to his appointment as

general agent he was the New England Mutual's leading producer. He has been active in the New York City Life Underwriters Association.

#### NEW SAVINGS PLAN

A group of federal savings and loan associations in New York City is offering a new combination of savings accounts with life insurance. The proposition is that the customer pays in \$5 a month for the purpose of accumulating \$1,000 in about 15 years. If the customer dies before the contract is fulfilled, the difference between the amount paid in and the objective is paid by United States Life.

#### Presidents Proceedings Out

The Life Presidents Association has issued in printed form copy of its 1938 annual meeting held Dec. 1-2. There are 239 pages. It did a remarkably good piece of work in assembling, recording and editing this material and having it issued the same month of the convention.

In addition to the regular text and cumulative index of its 32 years, it gives a list of pamphlets the association offers for free distribution.

#### Bowles Deplores Turnover in Ranks of Commissioners

RICHMOND, VA. — Commissioner Bowles of Virginia has issued a statement, heartily endorsing the statement made in a recent speech by G. S. Van Schaick deploring the turnover in insurance commissioners and advocating a more permanent tenure of office for worthy commissioners. Mr. Van Schaick, former insurance superintendent of New York, now vice-president of New York Life, touched on that subject in his speech at the meeting of the National Association of Insurance Commissioners in Des Moines. Mr. Bowles said that he is not "scattering deceitful ashes on burning embers," because except for a period of about 60 days there have been but two insurance commissioners in Virginia since the department was organized in 1906. Colonel Joseph Button held office for 24 years. Mr. Bowles has been in office since then.

"This address," Mr. Bowles said in referring to the Van Schaick talk, "impressed me as being particularly timely and courageous as it was made in the face of the fact that there were about eight Republican governors elected last fall. Mr. Van Schaick's intimate familiarity and personal knowledge of the superior fitness and qualifications of some of the commissioners in these states where these political changes took place gave him cause to view with alarm the possibility of the insuring public losing the splendid service that is being rendered by some of these able and brilliant men from the ranks of insurance supervisory authorities."

## THE PRAETORIANS

National Headquarters—Praetorian Building

DALLAS, TEXAS

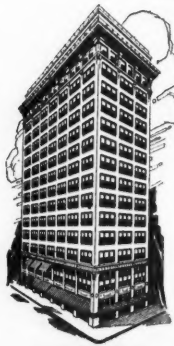
ORGANIZED—1898—OVER FORTY YEARS OF  
INSURANCE SERVICE

Issues **FRATERNAL LEGAL RESERVE**  
**LIFE INSURANCE** on standard forms, ages  
0 to 60. Amounts \$200 to \$20,000.

Operates strictly on the **LEGAL RESERVE**  
**PLAN**. Realizing that it is the **LEGAL**  
**RESERVE** that puts the safety under poli-  
cies regardless of whether the system is Stock,  
Mutual or Fraternal.

If it is **LEGAL RESERVE**, the strength is  
there.

**Pays Seventeen Different Ways**



Praetorian Building  
Dallas, Texas



## LEGAL RESERVE FRATERNALS

### Investment of Funds Proving Difficult

Investment of funds presents a real problem to fraternal society executives, Bradley C. Marks, head of the A. O. U. W. of North Dakota, said in an address before the North Dakota Fraternal Congress. Yet, he commented, fraternal have come through the worst depression in the country's history without any retiring from business, and he said he knew of none that had borrowed money during the days when the banks were having difficulties.

One of the greatest problems is to secure a net yield sufficient to meet the interest requirement of the life insurance certificates. This is made more difficult by the present situation relating to U. S. government bonds, he said. The primary requirement in life insurance institutions is to invest funds safely. Government bonds offer the best medium for this purpose.

#### Notes High Premiums

"All government bonds today are sold at high premiums, making the effective yield very low," he said. "In fact, some of the earlier maturities have no yield at all. The public in some instances pays a premium that exceeds all the interest that they will collect up to the maturity of the bond."

"It is also true that large premiums are paid for high grade municipal and corporation bonds. High grade corporation bonds of railroads, public utilities and industrial corporations are selling at high premiums. In other words, if you are going to get quality, safety and liquidity in investments, then interest yield is ridiculously low. It is lower than the interest rate assumed in building your insurance rates."

"Fortunately, mortality during the last few years has been very favorable to the society. No gains were made from interest earnings under present conditions."

#### Need to Build Surpluses

"All life insurance, whether it may be a stock, mutual or fraternal company, has had the same experience. No investment portfolio was so high in quality in 1929 that losses of principal have not been taken in the last few years. Life insurance stood the financial stress because we went into the depression with good surpluses. These surpluses must be built stronger to meet similar financial changes in the future."

He pointed out that a fraction of 1 percent fluctuation in earnings means a very large sum to a life insurance organization. Practically all institutions have found it necessary to reduce dividends on old business and nearly all are writing their new business with a lower interest rate assumption. Such steps, he said, have been necessary for the security of the insured.

### Modern Woodmen Assets Now Reach \$78,000,000

The assets of the Modern Woodmen as of Dec. 31, 1938, will amount to at least \$78,000,000, the management now estimates. This compares with \$72,217,590 a year ago and more than \$75,000,000 at mid-year 1938.

The insurance written during 1938 was the largest in any year since 1929. For the first 11 months insurance issued was about \$60,000,000 or an increase of nearly \$9,000,000 over the same period of 1937. Death claims of \$11,-

335,216 were paid during the first 10 months.

New records were set in the 90 day production campaign beginning March 1, in honor of Oscar E. Aleshire who had just previously taken office as national president. During that period 41,680 new members were written and \$19,056,950 insurance was issued.

### Aid Association Has Excellent Year

Aid Association for Lutherans at the end of 1938 had \$187,282,180 insurance in force, compared to \$177,294,313 at the end of 1937, net gain \$9,987,867. Mortality was 32.9 percent of expected, against 33.17 percent for the previous year.

Lapse rate in the adult department was 3.7 percent and in the juvenile department 4.6 percent, a combined lapse rate of 4.82 percent. On new adult business written in the year lapse rate was 5.28 percent and on juvenile 6 percent.

New business in the fiscal year ended Sept. 30 totaled \$17,787,000, including 10,978 adult certificates for \$13,246,000 and 5,486 juvenile for \$4,541,000, representing a slight increase over 1937.

Certificate loans increased from \$551,413 in 1937 to \$776,648 in 1938. Assets rose \$3,440,588 to \$27,832,253 as of Oct. 1, the largest increase in the society's history.

#### Interest Earning Increases

Interest earnings exceeded 1937 by \$152,836, total income being \$1,153,772. Decided improvement in defaulted interest was shown, with decrease approximately \$62,199. It was reported there is indication the percentage rate of interest earnings for the year will be slightly higher than for the previous year. Gross percentage income on the home office building was 6.33 percent and net interest earning 5.13 percent.

Total benefits paid from the sick benefit fund for disability on account of sickness or accident amount to \$62,500, compared to \$72,087 in 1937.

Treasurer W. H. Zuhlke reported the assets included \$5,048,008 municipal bonds, \$5,171,181 public utilities, \$1,635,756 state bonds, \$11,560,904 real estate first mortgages, \$1,969,879 certificate loans, \$780,837 railroad bonds, \$240,887 government bonds and \$344,779 cash.

#### Hungate Made Ohio Manager

H. G. Hungate has become state manager of the Ben Hur Life for Ohio and West Virginia succeeding F. F. Theis, retired. His headquarters are at Columbus, O. Mr. Hungate has had several years in special field work in Ohio. His father, R. G. Hungate for many years was state manager in Ohio.

### Parkinson Featured Speaker at Philadelphia Banquet

PHILADELPHIA—Thomas I. Parkinson, president of Equitable Society, will be the principal speaker at the annual banquet of the Insurance Society of Philadelphia in the Penn Athletic Club, Feb. 20. E. E. Lindner, Indemnity of North America, is general chairman of the banquet committee. The chairmen of subcommittees are: N. B. Meade, Buckley & Meade, entertainment; H. W. Newnam, Jr., Indemnity of North America, reception; G. T. Rowland, Wagner-Taylor Company, attendance and tickets; G. W. Ruhl, North America, program and printing; J. R. Knowlan, Knowlan, Thorpe Company, speaking; W. W. Humphreys, Hutchinson, Rivinus & Co., dinner; R. R. Dear-den, "United States Review," publicity.

A. B. Allen, special agent of the Amicable Life at Jacksonville, Tex., has been named president of the Kiwanis Club

## Another Link in Our Chain of Protection

### MONTHLY INCOME DISABILITY CERTIFICATE

AN OLD AGE BENEFIT • AT AGE SIXTY-FIVE

A Certificate that Protects YOU  
while you live and  
YOUR DEPENDENTS when you die

A New Monthly Income Disability Certificate is now being issued by the Independent Order of Foresters, an organization that has made a feature and success of issuing certificates, with Disability Benefits, based on its experience of over half a century.

It is a modern plan for the business man, that fits well in this mechanized age when disability is more common.

#### AND NOW!

after nearly sixty years' experience in the successful issuing of Total and Permanent Disability Benefits, The Independent Order of Foresters issues this new, all-embracing protective certificate.

#### IT REACHES FAR

beyond the scope of ordinary insurance protection—it insures some income in the event of total and permanent disability.

#### IN THESE DAYS

of strenuous living, fast travel and automobile transportation, the disability hazard has become real to an extent never before experienced. The wise man will fortify himself against this risk; keeping in mind, that it will not always be the other fellow who gets hurt or incapacitated.

WRITE TODAY FOR FULL PARTICULARS  
ON THIS  
Modern Plan of Protection

## THE INDEPENDENT ORDER OF FORESTERS

FRANK E. HAND,  
Supreme Chief Ranger

Temple Building,  
Toronto, Canada

### THE WOMAN'S BENEFIT ASSOCIATION Founded 1892

A Legal Reserve Fraternal Benefit Society  
Bina West Miller, Supreme President  
Frances D. Partridge, Supreme Secretary  
Port Huron, Michigan

## NEWS OF LIFE ASSOCIATIONS

### President Johnson's Vital Message to New York City Men

NEW YORK CITY.—A comprehensive plan of fulfilling its responsibility to the public was outlined by the president of the National Association of Life Underwriters, Holgar J. Johnson of Pittsburgh, in a talk before the New York City Life Underwriters Association.

Five steps were contained in the realization of the "responsibility to bring to the public a further knowledge of legal reserve life insurance," said Mr. Johnson. "We must more fully discharge our obligation to see to it that the life values of the American public are more adequately insured. We must develop all possible means for using our membership to disseminate sound information regarding the institution of life insurance."

#### Must Aid the Companies

"We must aid the companies in every possible way in bringing pertinent facts about life insurance to the public. We must use our strength and influence to save policyholders and beneficiaries from being misled by those who seek, for their own selfish interest, to tear down legal reserve life insurance."

"And finally," he stated, "we must emphasize the responsibility and opportunity for cooperation between our association, the companies, and all groups and organizations within and without our business in serving the policyowners."

#### Duty of the Agents

Mr. Johnson said that the association was already well under way in this phase of its program, held by the 1939 administration to be of utmost importance. "When the agent has the confidence of the public," he said, "the matter of criticism becomes of less importance. Naturally, we must expect some criticism because of the size of the institution and the part it plays in the nation's economic and social structure. But we can meet it—and the local association leads in this activity—by greater leadership in local activities by agents, by sending forth better trained and prepared agents, and by thoroughly and effectively discharging our obligations to the public."

E. M. Otterbourg, chairman of the committee on unlawful practice of law New York City Lawyers Association, talked on "Cooperation Between Life Underwriters and Lawyers."

#### Plan Three Texas Meetings

DALLAS.—Plans are being worked out for the three big sales congresses of the Texas association early in February. As in the past the meetings will be held in Houston, San Antonio and Dallas, under the auspices of the associations in those cities.

Officers of the state association will attend. The tentative programs call for outstanding insurance men to speak on questions of current importance.

#### Chicago Date Is Changed

The Chicago Association of Life Underwriters has changed the date of its January meeting to the 25th, when Paul Speicher, Research & Review, will talk on "The Heart of Selling." He also will be in Chicago Jan. 21 to open the association's school to be conducted in cooperation with R. & R. The general agents and managers division will meet Jan. 30. An outside speaker and subject will be announced later by W. M. Houze, John Hancock, chairman.

Denver.—The ethics and standards committee endorsed the code of ethics of the National association. An ethics and standards committee of 14 members was appointed, made up primarily of agents,

but also having a representative of a local company, one from an industrial company, a manager and a general agent. An executive committee of the ethics and standards committee also was named with E. L. Metcalfe, National of Vermont as chairman; R. W. Fry, Northwestern Mutual, vice-chairman, and George Williams, Union Central, secretary.

Fort Myers, Fla.—Martin Shultz was elected president at the annual meeting, J. H. Ragsdale, vice-president, E. S. Hutchins, secretary, and Mrs. Mae Matthews, treasurer.

Peoria, Ill.—The managers and general agents division held a luncheon meeting at which Paul M. Cook, Indianapolis, Research & Review, spoke. He was introduced by C. R. Golly, Equitable Society, president. W. M. Houze, Chicago general agent John Hancock, will speak Jan. 19. Roy E. Davis, Aetna Life, association president, will preside. J. M. Clark, Peoria general agent John Hancock, will introduce Mr. Houze.

San Francisco.—For the first time since the "sales caravan" idea was instituted by the San Francisco and Los Angeles associations to assist neighborhood underwriter organizations, members of the San Francisco group had opportunity to hear the talks. Eight members of the San Francisco association addressed the January meeting with N. J. Nelson, manager Reliance Life, chairman state association caravan committee, as chairman. Speakers were H. K. Cassidy, Pacific Mutual; L. M. White, Northwestern Mutual; George Bowman, New York Life; H. W.

Dodge, Mutual Life; A. J. Cawley, John Hancock; F. J. Van Stralen, Massachusetts Mutual, and F. J. Curry, Penn Mutual. A system under which only members may attend meetings except on a "pass" issued on request of a member in behalf of a non-member, who pays an additional 25 cents, was adopted.

Wichita, Kan.—Dode Davis, assistant to the vice-president of the Penn Mutual, is guest speaker for the Jan. 14 meeting.

Saginaw, Mich.—H. K. Schoch, general agent Aetna Life, Detroit, spoke before Qualified Life Underwriters at the meeting here. Bay City underwriters were guests.

Baltimore.—W. M. Rothaermel, vice-president Continental American Life, spoke on "Your Ladder of Success."

Memphis.—The Memphis association and the Life Managers Association have employed an advertising agency to conduct a program of advertising and publicity throughout the year.

Columbus, O.—A. R. Jaqua, associate editor "Diamond Life Bulletins," and J. C. McFarland, general agent Ohio State Life, Cincinnati, spoke. Mr. McFarland's topic was "Simple Programming."

Logansport, Ind.—Dan W. Flickinger, general agent, John Hancock, Indianapolis, spoke. He was introduced by C. K. James, unit manager and local agent.

Rochester, N. Y.—A sales training school is being held on Friday afternoons through March 31. Phillip O. Works has been named dean of the faculty composed of Rochester insurance men.

## PACIFIC COAST AND MOUNTAIN

### Rumor Olson May Issue Goodcell Commission

Whether or not Rex B. Goodcell will be issued his commission, despite the fact that the California senate reaffirmed his appointment as insurance commissioner by former Governor F. F. Merriam, is still a matter of conjecture.

It has been reported that since the senate has given way to Governor Olson on other appointments the commission may be issued. Mr. Goodcell has conferred with the Governor since the latter's attacks on the legality of the appointment.

Governor Olson charges that the senate confirmation was only for the unexpired portion of Samuel L. Carpenter's term, which was from July 15, 1938 to April 4, 1939. He contends that any attempt to extend the appointment to four years from Jan. 2 (the day the senate convened) is illegal.

On the other hand, attorneys point out that with the convening of the new senate just prior to his retirement, Governor Merriam had the right to make the full term appointment as of the day the senate convened.

A well known attorney, who has long been identified with insurance law, supports Governor Olson's contention, being of the opinion that the appointment did not put Mr. Goodcell into office until his commission had been issued, and that—basing his opinion on the only case carried to the courts—it is unlikely that the Governor can be compelled to issue the commission.

Attorneys disagreeing with this view say that as far as the insurance commissioner is concerned the law does not definitely set the date for the start and ending of his term of office—that it becomes effective the day he is confirmed and continues for four years from that date.

This accounts for Mr. Carpenter's expiration date being April 4, as he was not confirmed by the 1935 senate till then—three months after the body actually convened.

Reports from Sacramento, where the legislature is in session, indicate that the insurance business will probably have its hands full this year defending itself

and its policyholders from socialization schemes. However, it is expected that the senate, which demonstrated its conservative attitude with the confirmation of Mr. Goodcell's appointment, will move slowly when considering "too liberal" measures.

According to all outward appearances, the insurance department, the insurance districts of the state, and the insurance fraternity are not exhibiting too much concern about the immediate future of the insurance business in California.

#### A. H. Challiss is Honored

A campaign celebrating A. H. Challiss' 25th anniversary with the Massachusetts Mutual Life, produced \$1,280,585 business in 60 days. This exceeded by a wide margin the \$600,000 pledged by his 20 associates and sets a new high record for the Washington agency with Seattle headquarters. Over \$500,000 was produced during the closing week of the year.

A telegram of congratulation was received from Vice-president C. O. Fischer, who started with him in the Peoria, Ill., agency on Jan. 1, 1914, 25 years ago.

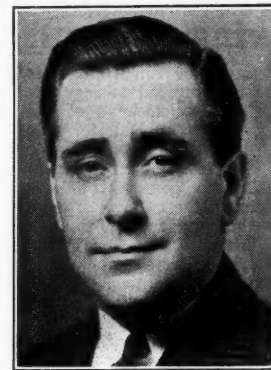
#### Northwestern Mutual's Union

MADISON, WIS.—The Wisconsin state labor relations board has announced the listing of the Northwestern Mutual Life Employees, an independent union, as a bona fide labor organization. With a membership of about 2,000, the union is the largest independent organization of its kind in the state. The application for listing under the labor act was apposed at hearings held in the Milwaukee regional board offices by the American Federation of Labor Office Workers' Union.

#### Say Blackall's Chances Are Slim

HARTFORD.—Although there has been no definite indication to the contrary as yet, observers in Connecticut are not at all optimistic about the chances for John C. Blackall, insurance commissioner, to retain his post under the new Republican administration. Definite word is expected soon from the new governor, R. E. Baldwin.

### New Berkshire Life General Agent in Minneapolis



M. C. LAUGHMAN

M. C. Laughman, new general agent for Berkshire Life in Minneapolis, has been in the business on a full time basis since 1922. In 1925 he engaged in agency supervisory work in Minneapolis and southern Minnesota for the life department of Travelers. In 1930 he went with the old National Life, U.S.A. as a manager. Following the collapse of that company he became manager for New World Life for Minnesota and western Wisconsin. In the third year the agency wrote \$1,872,000. He attended the Sales Research school in Chicago in 1936. He has resided in Minneapolis since 1919.

## MANAGERS

### San Antonio Managers Elect New Officers

The San Antonio Life Managers Club elected the following officers and directors: G. A. Helland, Connecticut Mutual, president; Starkey Duncan, Fidelity Union Life; Frank Williams, Provident Life & Accident, secretary-treasurer; and directors, Paul C. Creamer, Southwestern Life of Dallas; B. A. Wiederman, Union Central Life; H. L. Bridgman, Great American Life of San Antonio; C. R. Fuquay, Franklin Life; C. B. Erwin, Southland Life; and C. W. Klingman, Equitable Life of New York.

### Berlin Elected in Spokane

SPOKANE.—The Spokane Managers Life Insurance Club held its annual meeting, electing Richard Berlin, president; C. P. Sandifer, vice-president; and Ted Thompson, secretary. The retiring president is J. A. Bronson.

### General Agents Elect at Cleveland

CLEVELAND.—T. H. Cummings, National Life of Vermont, was elected president of the Cleveland Life Insurance Executives Club at its annual meeting. Other officers are D. M. Cowan, Sun Life of Canada, vice-president; R. P. Thierbach, Northwestern Mutual, treasurer; and W. A. Beam, State Mutual, secretary. Two additional directors named are J. Ray Davis, Provident Mutual, and J. H. Rutherford, Phoenix Mutual.

### Ottawa Managers Elect

The Ottawa, Can., Life Managers' Association elected the following officers: President, Stanley Todd, Excelsior Life; vice-president, Joseph Bruck, Standard Life; secretary, A. deL. Panet, Great-West Life; executive committee, H. A. Bruce, Imperial Life; H. I. Weir, London Life; Norman Hough, Metropolitan Life.

Leo A. Gehrig, president of the Rock Island Life, a mutual association, died.



# Sales Ideas and Suggestions

## Personalized Plan Enables Agent to Get More Business

PROVIDENCE, R. I.—Experience has definitely shown that use of a personalized production schedule will enable an agent to earn \$1.50 to \$2.50 in 1939 for every \$1 he earned in 1938. A. V. Youngman, associate general agent Mutual Benefit Life, New York City, told members of the Rhode Island Life Underwriters Association. Mr. Youngman, who spoke on the same subject last week in the New York City Life Underwriters Association's educational course, said that he had tested the potency of the personalized production schedule through his own experience and later in that of a unit of 13 men which he took over in 1934.

Touching on his own experience, Mr. Youngman said that during his first three years in the business he paid for approximately \$500,000 a year. He pointed out that while it might be reasonable to suppose that an agent's selling efficiency would increase, there was no sign of it in his volume of production. Then his general agent, C. E. DeLong sold him on the personalized production schedule. The next year his production was \$750,000, the year following \$850,000, and reached \$1,000,000 in 1931.

### Averaged \$750,000

For the seven years subsequent to his first three, Mr. Youngman averaged better than \$750,000 a year. He credited the gain in annual production to the personalized production schedule, and advanced his production increase as the basis for his statement that an agent could make \$1.50 for every \$1 he had made before using the schedule.

The results of the men in the unit he took over in 1934 were even more striking from the point of view of percentage increase. Recalling that 1934 from a purely life insurance (exclusive of annuities) point of view was even less favorable than 1933, Mr. Youngman said that the only change in the work habits of the group which he insisted upon was the use of the personalized production schedule and that the life insurance production of six men in the group was two and one-thirds times the 1933 volume and that five others had two and two-thirds times their 1933 volume while two had eliminated themselves from the business. In connection with these two men, Mr. Youngman observed that the production schedule helped make it clear in a comparatively short time when men are not adapted to life insurance selling.

### Proves Basis of Claim

While conceding that the proof of his statements would be more convincing if based on 13,000 or 1,300 agents, he said that nevertheless the experience of a group of 13 men of varying ages and experience proves the soundness of his statement that earnings can be increased by anywhere up to two and one-half times, merely by the use of the personalized production schedule.

Use of the personalized production schedule involves three essential points, Mr. Youngman said. First, the agent must set up a specific objective, not in terms of volume but of the amount of money he needs to live on in first year and renewal commissions. Second, the plan must be based on the agent's own proven abilities, not what he would like to do or thinks he might become capable of doing. Even after being in the business only a month an agent has proved certain abilities and in three months he can get a good line on what

he will probably do during his first year, according to Mr. Youngman.

"Third, you have only your proven abilities to accomplish your financial objectives and to have a plan that is practical you must have it detailed just how you will put those abilities into operation in the time at your disposal which, on the average, is 225 days each year," said Mr. Youngman. "It is a logical conclusion that if you have 225 days to earn with your proven abilities, the amount of money you have decided on, there is no use in merely hoping to get business. You have got to figure out what you will do every one of those 225 days. The schedule must be broken down into a daily program of effort."

The personalized production schedule, which Mr. Youngman exhibited in enlarged form on the stage, has spaces for the amount of the agent's budget for the coming year, less renewal income expected. Then the new income required for the year is broken down into a monthly figure. Part of the blank covers past experience, such as average case, average commission per \$1,000; ratio of closing interviews to applications; ratio of contacts to closing interviews; and ratio of calls to contacts.

### What "Interview" Means

Mr. Youngman pointed out that closing interviews mean a complete sales presentation and at least three attempts to close. An interview in this sense does not include preliminary or fact-finding interviews. A contact means calling on a man and actually speaking to him even if the net result is getting thrown out of the office. A "call" means a personal call at a man's office but telephone calls do not count. A call is not a "contact" unless the agent actually speaks to the prospect.

For best results the schedule should be based on the agent's own experience. However, Mr. Youngman said that where the agent has kept no records he can use other well established averages but if he does so he should revise his schedule in the light of his own experience at the end of each month until the end of three months he is in a position to proceed solely on the basis of his own records. Based on the average experience of men in his office, Mr. Youngman suggested use of an 8 to 1 ratio of closing interviews to applications; 4 to 1 of contacts to closing interviews and 1½ to 1 as a ratio of calls to contacts.

With these figures, or preferably his own experience as a basis, the agent can determine his monthly program as follows:

Volume (budget + overage commission per \$1,000).

Apps. (volume + average case).  
Closing interviews (applications × interview ratio).

Contacts (interviews × contact ratio).  
Calls (contacts × call ratio).

On the basis of this information, the agent can figure out what his minimum daily program must be in the way of calls, contacts, and closing interviews if he is to keep in step with the program he has set for himself. Mr. Youngman said that at least as many new prospects should be added each day as are "killed off" by closing interviews.

Where the figures work out so as to demand more than about 10 calls a day, the agent should probably not try to remedy the situation by stepping up the number of calls to an impossible figure. It may be necessary to decrease his budget. In fact, if he does not do so he is very likely headed for bankruptcy.

### Record-Keeping a Bore

Mr. Youngman admitted frankly that keeping records is the most boring thing in the world but said the only way to make plans which mean anything is to have records on which to base them. He said that he stimulated his own interest in record keeping by bearing in mind that from the end of his third year in business until seven years later, when he turned largely to management, each call was worth \$6.68 to him and that each closing interview was worth \$20.

Waving a \$20 bill, he asked his hearers how much it was worth to them to know that they could go out and get \$20 for an interview. He pointed out, however, that keeping records is the only way that one can have any definite idea just how much calls and interviews are worth.

## Behr Tells Chicago C. L. U. How He Operates

Louis Behr, Equitable Society, Chicago, "millionaire" and originator of the Behr prospecting system and "Viso-Wallet" which are sold through the "Diamond Life Bulletins," unlike most large producers, does not use the telephone approach. He fears the prospect will find it easy to say "no" and therefore always makes his approach a personal call for which he has secured advance information that lessens the danger of an abrupt dismissal.

Mr. Behr explained his methods at a clinic of the Chicago chapter of C. L. U. He uses an "income demonstrator" in all first interviews. He has evolved an effective twist in the chain prospecting system, asking centers of influence for names of friends of his prospects. When he calls on first interview he refers to some of these friends, thus creating the air of mutual acquaintance.

If on first interview a tax situation develops, he adds to the income demonstrator on the second interview a double legal size sheet showing the working out of a typical tax estate case. If the prospect proves to have need of business insurance, Mr. Behr adds to the demonstrator a suggested business liquidation agreement with the names and

## Neighbors, Doctors, Are Good 1939 Prospects

Suggestions for securing new prospects were made recently by Grant L. Hill, director of agencies Northwestern Mutual Life.

He says: "Speaking of prospecting, have you seriously thought of homes in the block in which you reside? Several agents who checked up on themselves lately found that they had been neglecting some excellent prospects right next door. One out of every five of your neighbors will probably buy some additional protection in 1939. The question is who will place them and what type of protection, advice and service will they receive?"

"Many agents would do well to increase their calls on doctors and dentists. A man who paid for \$517,000 the past year placed \$300,000 of it on doctors alone. Dr. Harold F. Clark in his book 'Life Earnings in Selected Occupations in the United States' brings out that doctors head the earning list in major professions with an average annual income of \$5,200 in a working life span of 42 years. Dentists are third with an average earning of more than \$4,000.

"In the past 10 years Northwestern Mutual has sold approximately \$120,000,000 of life insurance to physicians and surgeons. The average sale was nearly \$9,000. There are more than 150,000 doctors listed in this country, and I, for one, am convinced that thousands of them need help in creating and conserving an estate through life insurance."

tentative amount filled in. This he has found to have powerful appeal, as it visualizes the proposal.

Mr. Behr has about four real interviews a day, and five each week with new prospects. He paid for well over \$1,000,000 in 1938 on 110 lives and so far in January has paid for about \$500,000. He regularly carries over some business to January each year to give him a good start. Mr. Behr finds this improves his mental attitude.

Paul W. Cook, Mutual Benefit general agent, chapter president, presided. A discussion period followed Mr. Behr's talk.

## Maduro Sees Life Policy as Incomparable Medium

PITTSBURGH—The convenience and safety of life insurance compared with other methods of creating an estate were emphasized by D. B. Maduro, counsel Life Underwriters Association of New York City, at the January meeting of the Pittsburgh Life Underwriters Association.

As a means of pointing out the difference between insurance and other means of providing for dependents, Mr. Maduro portrayed the widow of a deceased man riding down two rivers. One river, representing a bequeathed estate, was lined with hazards to the wealth left by the deceased, with the result that much principal was eaten up by claims, taxes and fees before the widow reached the mouth of the river. The river of life insurance was clear and free of perils, he pointed out. The meeting was attended by 300.

## Missouri Department Moves

JEFFERSON CITY, MO.—The Missouri insurance department is now in its new quarters in the state's new \$878,000 office building.

## FACT FILE INFORMATION

### Collection Frequency—Size of Policies

A one month study in 1938 of Collection Frequency and Size of Policies on ordinary business of 71 companies shows:

	Percent Percent	Aver. Size of Policy
Annual .....	36	\$3,188
Semi-Annual .....	18	1,875
Quarterly .....	29	2,345
Monthly and Salary Savings.....	17	1,979

—Source: Sales Research Bureau.

## NORTHWESTERN NATIONAL HOME AGENCY RALLY



MINNEAPOLIS.—The 100 members of the White & Odell agency, Minnesota state sales organization of Northwestern National Life, who gathered at the annual breakfast meeting on the first business day of the new year, heard President O. J. Arnold discuss in detail the results of the year's operations.

"The year 1938 was without a doubt one of the most difficult years the life insurance business has ever experienced," Mr. Arnold declared. "Notwithstanding, I feel that as far as Northwestern National is concerned, the financial statement which the company now presents is in its most vital aspects the most satisfactory statement since the crash of 1929."

"The net interest earned in 1938 was \$2,059,910, while interest required to maintain the reserve was \$1,989,448, a margin of \$70,462 of interest earnings in excess of requirements. Net earnings for 1938 after meeting all claims

and management expenses, but before payment of dividends, were \$3,144,993. This net earning was more than 50 percent greater than the 'required interest' to maintain reserves, a margin of \$1,155,545."

### Notes Contingency Reserve

Mr. Arnold also commented on the company's practice of setting aside each year, in contingency reserves, the difference between the higher 3 percent reserve and the 3½ percent reserve on new business written, and stated that on Dec. 31 more than 50 percent of the total business in force was protected by a 3 percent reserve. An 11 percent increase in new business over 1937 was reported by the White & Odell agency, its sales for 1938 totalling \$14,097,712.

A. R. Hustad and R. E. Haberman, associate managers of the agency were in charge of the all-day session. Paul Dobson of the agency, the company's

leading producer and a member of the Million Dollar Round Table, spoke at luncheon.

## J. A. Stevenson Is Elected President

(CONTINUED FROM PAGE 1)

the Salvation Army. His clubs in Philadelphia are the Union League, Rittenhouse Club, and Merion Cricket Club, and in New York the Canadian and Grolier Clubs.

Mr. Kingsley, whose entire business career has been with Penn Mutual, obtained his first employment as an office boy in 1885, observing his 50th anniversary in the service of the company shortly before his elevation to the presidency three years ago. In 1896 he became western financial representative of Penn Mutual, holding that position until 1903, when he was elected secretary and treasurer. In 1906 he was named second vice-president, and in 1922, vice-president, a post he held until his election to the presidency. For many years, Mr. Kingsley has been in charge of the mortgage investments, in which field his work has been especially noteworthy. Since 1936 he has been a Penn Mutual trustee. He now becomes chairman with active duties.

In Philadelphia Mr. Kingsley is vice-president of the Board of City Trusts, a director of Philadelphia National Bank and Fire Association. For three terms he was president of the Insurance Federation of Pennsylvania, and continues to serve that organization as director and chairman of the executive committee. He is a member of the Union League and the Philadelphia Country Club.

### Plan "Building Year" Drive

DES MOINES—The 60th anniversary of the Bankers Life of Iowa is to be celebrated this year by a "Building Year" in the sales organization. Salesmen who qualify for honor clubs will be special agents at dedication and house-warming ceremonies to be held on completion of the new home office building here. Club members' names will be inscribed on a commemorative bronze tablet to be displayed prominently in the building.

### Field Force Conducts McFall Month

General agents and agents of the Columbian National Life conducted a campaign in honor of Vice-president A. A. McFall to celebrate his double anniversary in December. He completed five years of service with the company and on Dec. 26 he observed his birthday.

General commander of the field organization was Alfred C. Newell, of Atlanta, Ga., oldest general agent in point of service. Working directly with Mr. Newell, a number of general agents

were appointed captains and were responsible for the efforts put forth in their respective territories. The result was one of the largest months in the recent history of the company. Issued accident and health business for December was up 50 percent.

### Wood Is Council President

J. G. Wood, secretary-counsel Insurance Federation of Indiana, who was elected a member of the Indianapolis city council in November has been elected president of the council. Since he began the practice of law there he has been identified with various fire and life associations, serving as secretary Indiana Association of Insurance Agents and Indianapolis Association of Life Underwriters for several years. He will be active in representing insurance company interests in the session of the Indiana legislative session.


### Kenimer with Fidelity

Barnett Kenimer has been appointed manager in Nashville, Tenn., for the Fidelity Mutual. Mr. Kenimer began his life insurance experience with the Fidelity in 1910 first as cashier of the Atlanta office and later as an agent. He became connected with the Retail Credit Company and served successively as inspector, assistant manager and manager in a number of cities, including New York and Chicago.

He was later with the Travelers and with the Connecticut General, for the latter as manager in Cincinnati for three years, then with the Reliance Life as manager of its Tennessee department. He leaves this post to join the Fidelity.

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